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The Role of AI & Big Data in Habit Formation

By Cao Jingyu

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of
Fine Arts in Visual Communication Design

School of Design

College of Art and Design

Rochester Institute of Technology

Rochester, NY

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Thesis Approval

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Thesis Author

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Abstract

Forming habits are not easy for everyone. It requires professional methods and strong perseverance, which people usually feel hard to do by themselves. However, people are eager to form good habits to have a better life.

This study aims to determine how AI & big data could help people to form habits. There are many applications on the market that already use this method to study user behavior in order to provide better service. My research has focused on how to conduct the personal plan and its effects on the action.

In this context, Marvelous is defined as the AI & Big data app, which has focused, effective habit formation methods to help people achieve their goals.

By analyzing people's data and combining it with methods, AI provides a personal plan, which is continually adjusted based on user data. By studying user preferences, rest time, and location, the app breakdown down habit formation to daily missions. Besides, Marvelous learns user preference about missions to provide a wide variety of user-friendly missions, which do not make people feel bored and lose eagerness.

From a design perspective, Marvelous refers to the design and planning of the game in order to motivate the user to stick to the task. The rewards and activities in the game design help attract users. Marvelous creates a card game to encourage users to select and complete daily missions in order to form habits.

Keywords

Big Data Analytics, Machine Learning, AI Analytics, Habit Formation

Introduction

Marvelous provides daily missions to help people form habits every day for people who want to have good habits but are not able to do it by themselves. By AI & big data, it can analyze which activities users prefer to go on to form habits and can push out the right activities in real-time based on user behavior and time. For example, if a user wants to get into the habit of working out, the app can provide all kinds of different workout videos and tasks after the user has left work.

Marvelous uses gamification to attract users to keep using the app and make them see the app as a light-hearted game task app rather than a habit-forming app. This can greatly increase user motivation and reduce user resistance. It uses a card game approach, giving six cards with tasks written on them daily for users to choose from. The user can choose one task to complete out of the six card tasks, thus gradually building up a habit.

Problem Statement:

A lot of people want to form good habits since it could make a better and healthier life, or achieve their own goals. However, it is difficult to form habits. Because it's time-consuming and performs similar behaviors, people tend to get tired of it and slack off. People don't have an effective way to develop habits or stick to them. In the day-to-day formation of habits, people don't feel a sense of accomplishment and don't notice if a habit has been formed, they often only feel boredom and negativity.

For users, preference, and satisfaction, AI and big data is a good tool to study and generate suitable plans. The study would focus on how AI and big data help people form good habits.

Section I: Context

Making a habit of it has been a hot topic for a long time. People are always looking to develop good habits to change their lives in order to adjust their status. For example, some people want to get into the habit of reading for 30 minutes every day before bed to help them read more books and learn more to improve themselves. But there are many problems that you will face in habit formation. In this article, I hope to find a better way for people to develop their habits with the addition of AI and big data technology. And not only to form a good habit but also hope to find a stable and sustainable way to form more good habits quickly.

These types of people who want to develop good habits have ideas and expectations about how they can improve their lives and their personal lives. But they suffer from the fact that habit formation is very boring, and they cannot feel the changes that the habit has made to them or experience the results of formation. They can only rely on their own persistence, and they have no reasonable way to form habits. In this situation, they want reliable apps that can assist them in self-management and urge them to stick to their habits. They want apps that provide plans to develop habits and visualize their achievements and future development.

Section II: Evolution User Researches

To understand what users need, I conducted user research such as user interviews, questionnaire surveys. Users have largely had similar experiences with habit-forming behavior. However, users seldom summarize their experiences and reflect on them, and most of them think that they only need to stick to them to form a habit. Therefore, in the first user research, I first use qualitative research, through user interviews to understand the user's thoughts. In the interviews, I dig into the users' preferences and ideas and organize similar questions and common responses of the users. Then using quantitative research, I learn the users' preferences in the same questions by placing a large number of user questionnaires. After learning users need encouragement and stimulation to stick to the habit, I selected several products to conduct competitive analysis and found some games to conduct similar product analysis. Habit-forming apps generally take the form of animals and plants to guide users to stick with them, using visuals to reflect their progress and achievements. In the analysis of this type of app, I focus on motivational and visualization techniques, as well as habit building rules. For game apps, I focus on analyzing how games attract users and how they keep them interested and repeat users. The game's rewarding approach, fun, and sense of task are the directions I focus my analysis in.

Ideation

In order to figure out which features are useful, I organized a user center group with five target users to do card sorting. Based on user research, I've identified quite a few possible directions and rewards for gamification, but I can't yet determine user preferences for my design solutions. Card sorting is a way to sort out the common ideas of users and to get a sense of the rewards and stimulation points of different gameplay options for users. Based on the results of card sorting, I combed through the product's functions and used it to summarize the product's positioning and target users. Considering the interaction between the product and the user, I create the information architecture and interaction flow chart of the product.

Development of ideas

Then I shaped the product by Figma to design mockups. I conducted user testing for my wireframe and sketches to know the pros and cons of each screen. Based on users' feedback, I iterated on the design interactively and visually and simplified the interaction steps, and optimized the visuals. Using principle, I design interactive animations to show features.

Further refinement and development

After user testing and feedback, I concluded that the final design could be more user-friendly and emotional in terms of interaction. The users should be psychologically improved, considering that they are prone to give up on habit formation. This is not only to improve the user's experience from the interaction direction but also to improve the user's psychological feeling from the visual direction.

Section III: Body of Work

Benefits

For users, they get a detailed and reliable plan for habit formation, and this plan can be personalized and updated as usage increases. Users are given a daily selection of tasks to perform, which allows habit formation to take place over time. You don't have to plan, schedule, or think of different ways to create habits. They get a complete range of personalized tasks and schedules directly from the product. Not only does the user get a good chance to form a habit, but also to learn more about the user while using the product, so that the product can continue to provide the user with more convenient and effective habit-forming solutions. Users are able to get positive facilitation benefits from the product. The more tasks are completed and the more habits are formed, the better plan the user can get to from the next habit faster.

The app itself gets its revenue from the direction of paid downloads, membership fees, and service upgrades. The main charge is based on users and services.

Features

- Building habits that need to be developed
- Provide the user with multiple tasks to be completed on a daily basis, according to custom.
- Remind the user to complete the task
- Provide users with detailed task content and planning after they select a task
- Giving rewards and incentives for task completion
- Demonstrate progress in habit formation

User scenarios

Users have many use cases. The initial usage scenario is when the user is struggling to get into good habits. Such a scenario allows the user to build habits through the app. Most of the subsequent use scenarios are in the daily task selection and completion scenario. Users will receive a push to a task and tap into the app, or they will open the app and select a task when they want to build a habit. Most of the usage scenarios revolve around the user's task scenarios, such as going to lunch or going to the gym in the evening. Only by arranging and pushing tasks according to the user's behavior can users add habit-forming tasks to their existing ones. It is easy for the user to accept and complete the task.

Final design

The final design is based on three processes.

The first is to establish the habits that need to be developed.

The second is to select and complete daily tasks.

The third is the visualization of rewards and progress in habit formation.

Based on the information architecture and flowchart, I performed a low-fidelity design draft to show the interaction flow and usage process. This was followed up with a visual design and detailing. The final output is an interactive animation that shows the full range of visuals and interactions.

Section IV: Evaluation & Discussion

Through user testing and interviews, Marvelous is tested and experienced to understand user preferences and needs for the product. Interaction direction, users indicated that the simplification in steps and processes is very easy to use, shortens the time and steps to complete tasks, and can stimulate users to improve their willingness to complete tasks. Gamification solutions can stop users from thinking that they are in a boring day to day completion of tasks and habits, and visual data and progress displays can help users better understand their achievements and future efforts needed. Instead, they are engaged in a different kind of activity. Users can be encouraged to do more. Although the user does not experience the optimization and upgrade of the experience, the research shows that users are still very interested in personalized tasks and diversification. ai and big data do take some time for the user to understand their contribution to the product and interaction. Visually, the product's refreshing color choices reduce user defensiveness and increase user interest. Illustrations are displayed to give users a better understanding of the content and help the product convey emotion and excitement.

For products like Marvelous, there is a lot of data that can be measured and data monitored at the product level. In terms of usage, daily activity, 7-day daily activity, and reuse rate are all values that can be used to measure the heat and popularity of the product. In terms of product usage, task completion and habit formation are all data that can be measured.

Marvelous breaks down long term activities into small daily tasks, thus reducing the mental burden on the user. Marvelous provides users with multiple mini-tasks to choose from each day for a habit. Users can then feel free to choose the tasks they are interested in and complete them. Users will have a greater willingness to complete tasks and form habits. At the same time, Marvelous visualizes habit formation and task completion, providing a tangible, clear, visual representation of rewards and future expectations. This can help users better understand the state they are in, understand that their achievements are being met tube, and boost their self-confidence. And they can clearly understand what they still need to do on habit formation and the time they need to stick to it, thus creating a sense of control and grip on the future.

Research Review

In the book *Atomic Habits*, James Clear found those metrics in their study on an easy & proven way to build good habits. The study shows four metrics to meet for a habit-forming app: obvious, attractive, easy, satisfying. Compared to other tools, AI & Big data can automatically learn, determine, and generate plans in order to keep the planning meets the four metrics.

Hooked How to Build Habit-Forming Products by Nir Eyal with Ryan Hoover indicated that four metrics for people. Forming habits requires people to have expectations, to take action, to be rewarded, and to have long-term benefits. It inspired me that an app needs to provide a trigger, plan, reward, which are attractive to users. AI & Big data study users' need to provide what users want.

According to game studies and user interviews, the most important thing a game can do is to excite the user. The game should take advantage of the user's intrinsic drive and provide a constant external drive so that the user can keep engaging in the game. While external rewards can provide a temporary boost that will cause the body to produce some dopamine, it can create dependency. It has the same effect as a cup of strong coffee, but the effect quickly wears off within a few hours. The temporary boost from this external motivation, however, reduces the user's long-term motivation to continue using the product - the so-called intrinsic drive. This is why the technique of intrinsic motivation to stimulate user behavior is especially important when we are designing long-term gamified content.

There are seven other elements of games to think about.

Responsibility and Mission.

The player believes that he is doing something bigger than himself, or that he has been "chosen" to do something. For example, in an ant forest or an ant farm, the user can create a public good through the game, giving the user a public mission.

Progress and achievements.

The design focuses on creating "challenges" that players develop skills to overcome. Elements such as progress bars, growth systems, medals, etc., all use this concept as a core driving force.

Social and Relevance.

This drive integrates all the social elements that drive people, including guidance, acceptance, social response, companionship, as well as competition, and jealousy. For example, the game's friendship system is oftentimes no longer important, it's the people who accompany you that are important.

Unknowing and curiosity.

If you don't know what's going to happen, your brain is engaged and you think about it a lot. It's like gambling, reading novels, and not stopping to tweet.

Conclusions

The study indicated how AI & big data are able to help people form good habits. This paper delves into the problem of coming to habit formation and incorporates AI for product integration and innovation. The research not only solves the pain points of the habit-forming problem through AI & big data but also gives a newer and faster way of habit-forming. In this way, people have a stable and reliable way to develop good habits and can do more habit formation more easily and effectively. And the research explored how to attract users and motivate them to continue to form habits through games assisted by AI & big data. After research, I designed Marvelous, which is designed for people who want to have good habits but are not able to do it by themselves. Prototypes and animations are made for Marvelous. The app has a clear structure, simple interaction, and a cheering graphic style. It constantly adjusts daily tasks by understanding the user's preferences and behavior. Its gamification can be a great way to engage users and reward them so that they use the app repeatedly and stick to the habit formation process. Following the instruction and missions created by Marvelous, users would develop habits progressively. With this app, users can create habits in the easiest and most enjoyable way possible. Users don't have to plan how to make habits themselves and get a variety of daily tasks that they enjoy from the app. Moreover, users would know how they did in habit formation and build confidence and satisfaction, which encourage users to form more good habits and enjoy their life.

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Appendix_presentation deck

The Role of AI & Big Data in Habit Formation

JINGYU CAO

Thesis project

100+ apps about habit formation

213,000,000 data in google about habit formation

However a lot of people are **failed in habit formation**

Marvelous could help them



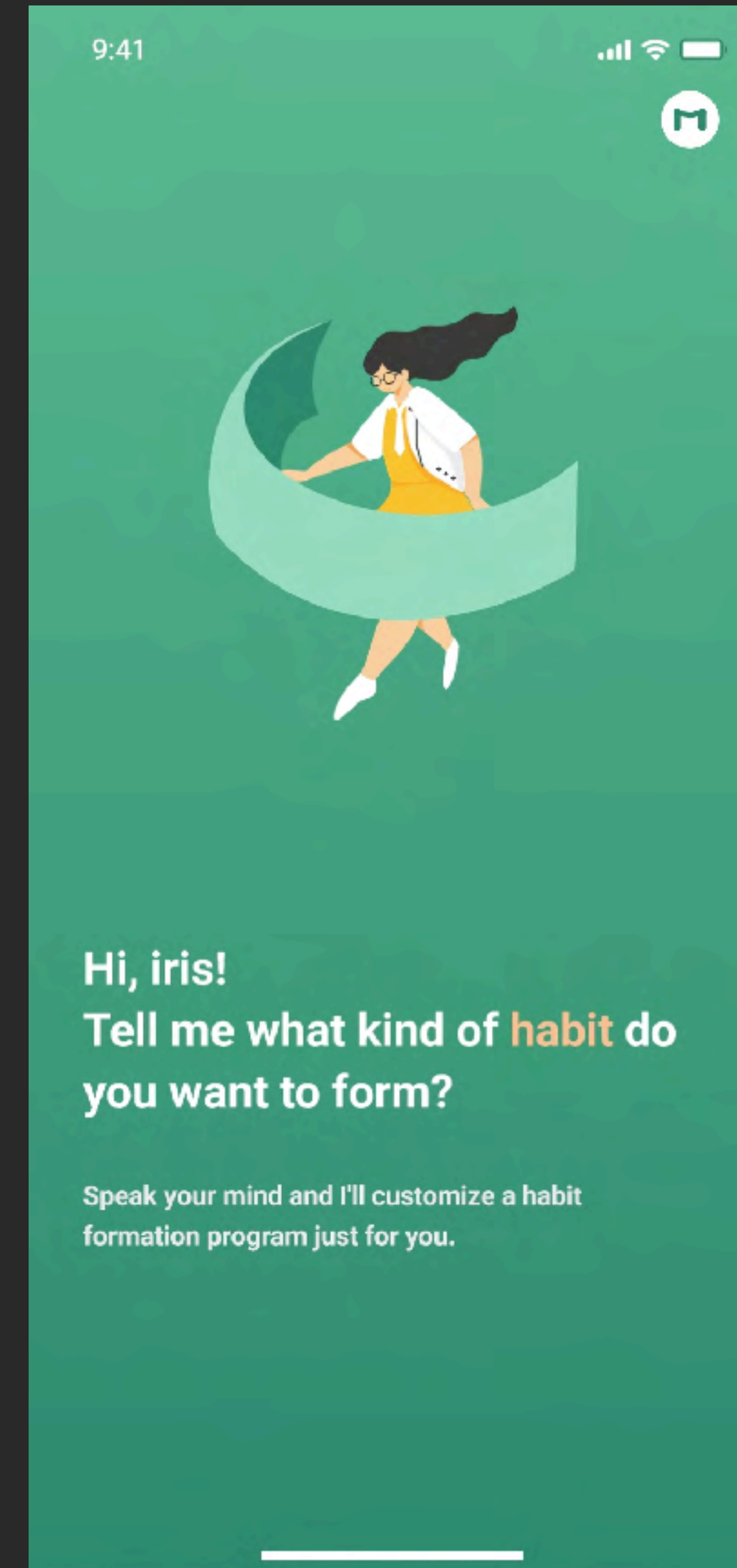
MARVELOUS

Help you develop habits



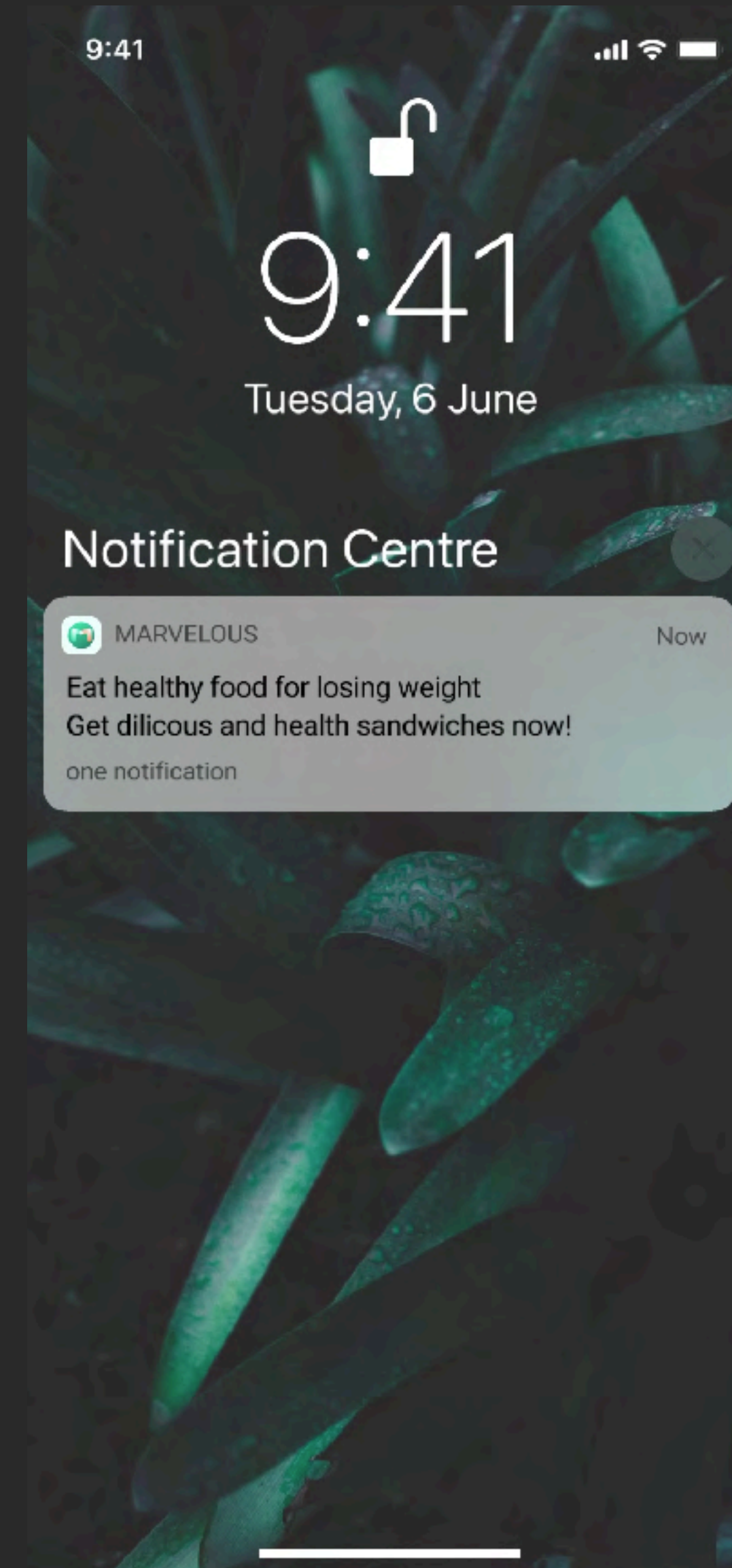
A simple way to have a plan for habit formation

Users can get a detailed and complete habit formation program with a simple voice communication.



Multiple types of tasks available to users

The app provides users with tasks based on its knowledge of users and analysis of their preferences. And it adjusts the tasks according to the user's requirements.



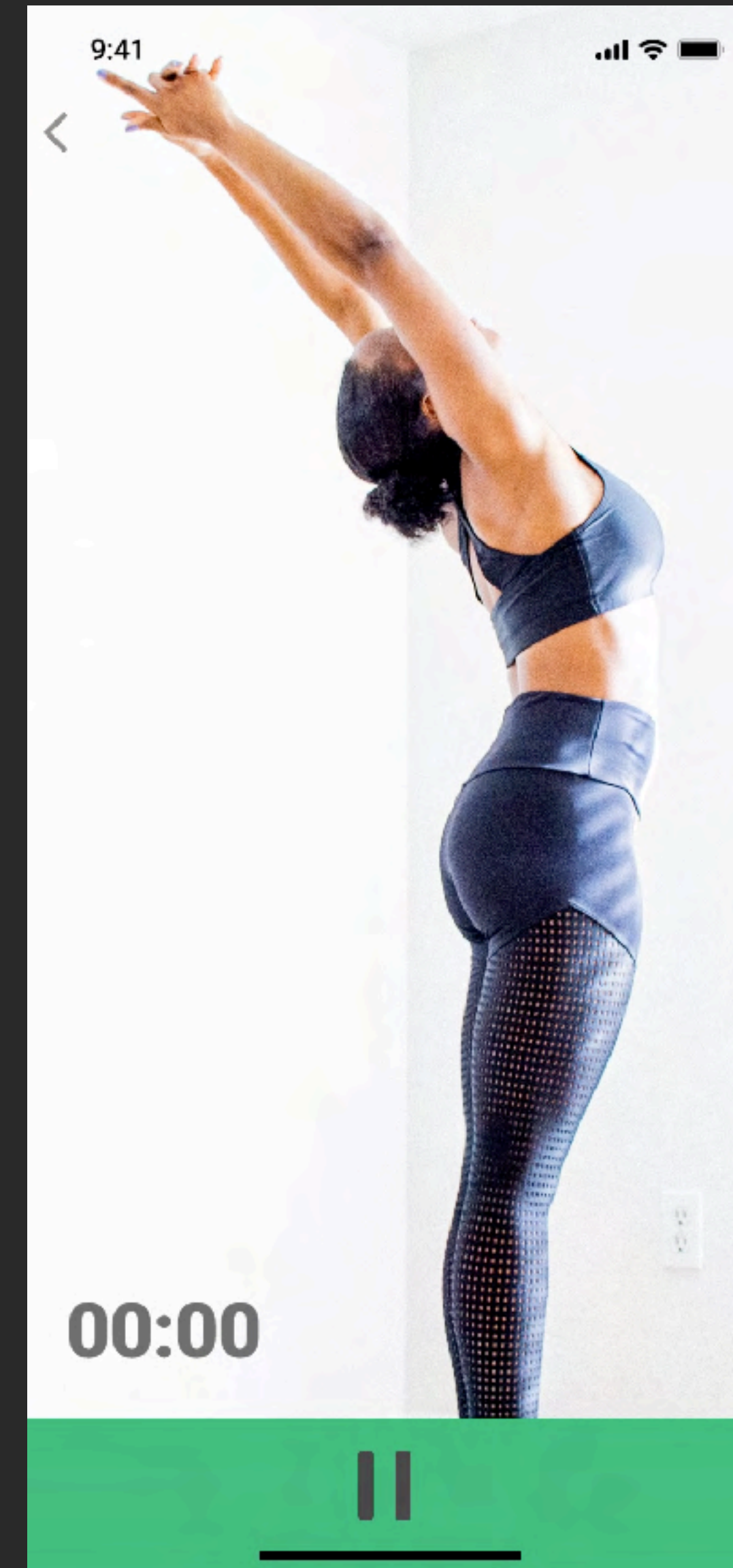
Rich task exit and pause options

When the user wants to take a break, the app offers a variety of different ways to prompt the user to continue the task.



Post-task motivation and review

Users receive different kinds of incentives, celebrations, and detailed data reviews after completing a task.



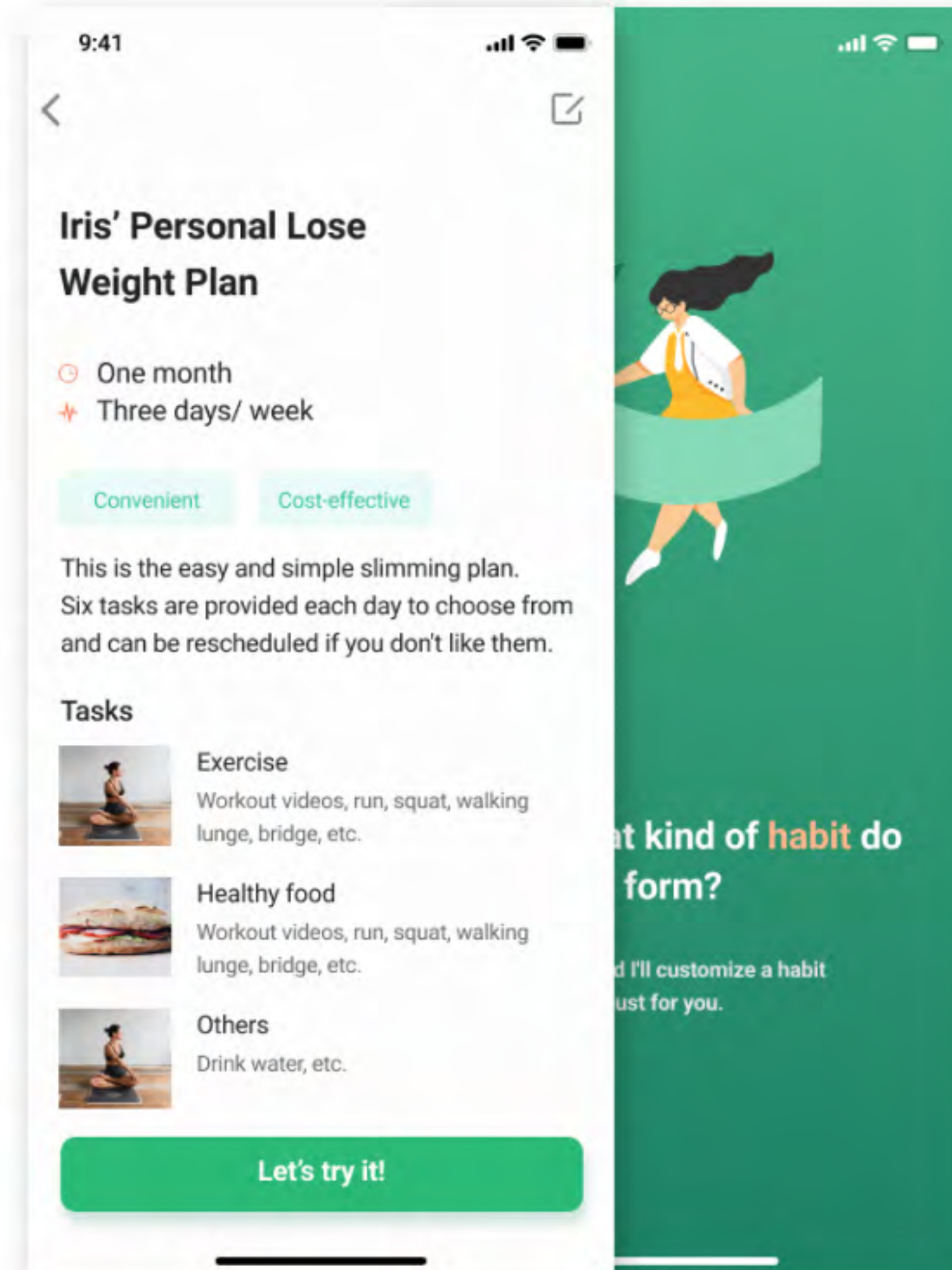
QUESTION

- People are difficult to form a habit.
- They do not have useful way to form a habit.



SOLUTION

I design Marvelous. It provides users with a habit formation program in the form of a mobile assistant. Though personalized plans and tasks, it help users to form habits.



PROBLEMS AND GOALS

Problems

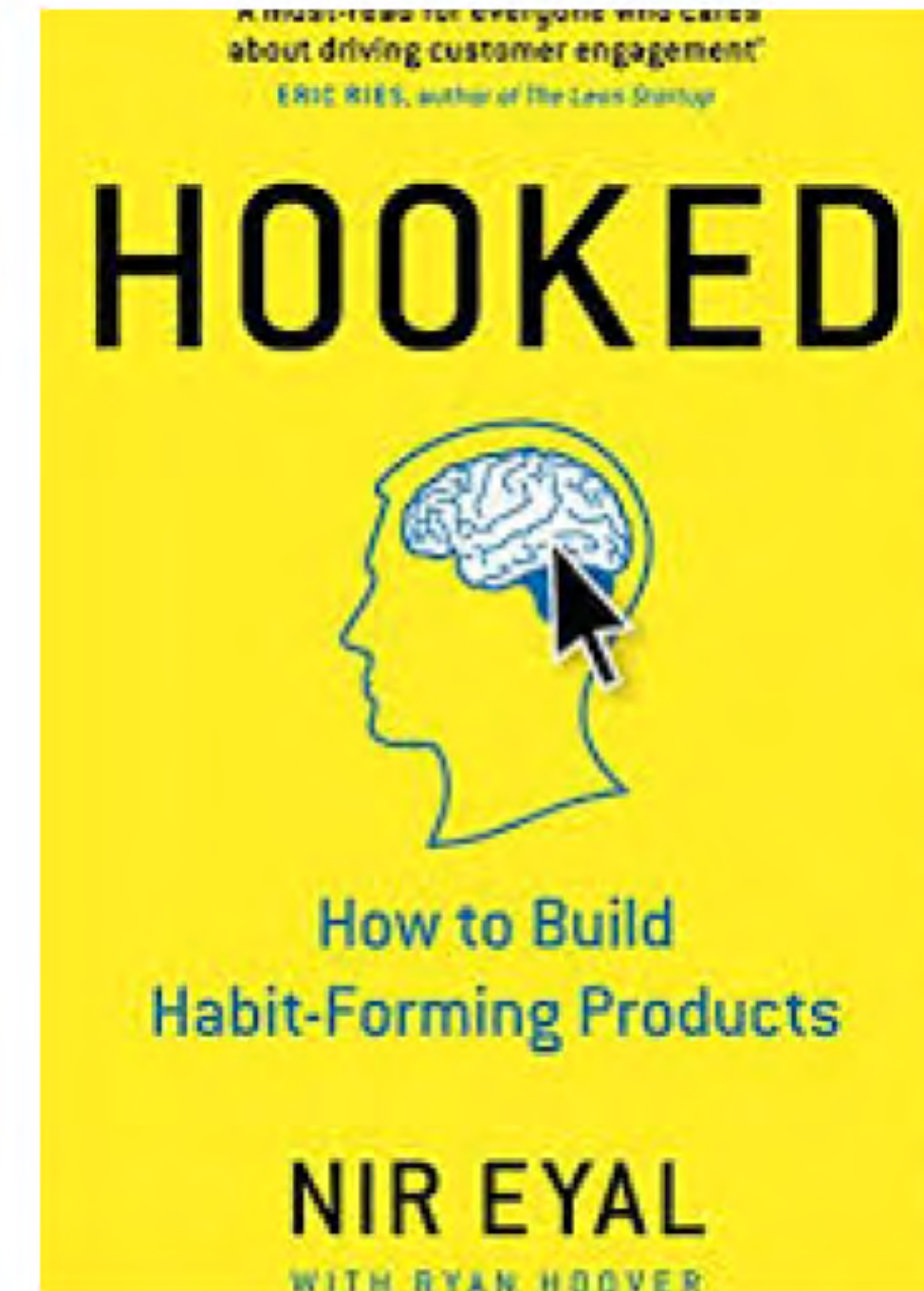
- Forming a habit is hard.
- Forming a habit is boring.
- People do not have a clear plan to form a habit.
- People do not know how to set a plan.

Goals

- Ai and big data analysis user needs.
- Provides users with better personalized.
- Provides six tasks for the user to choose.
- Provide user motivation

HABIT FORMING

- **Trigger**
EXTERNAL TRIGGER: Notification & time clock
INTERNAL TRIGGER: Get rid of life now
Have a new and better life and a better self
- **Action**
set a goal-read schedule
add more time
unwilling to do
- **Reward**
self confidence/ control
better self
- **Investment**
good habits
loading new goal
data:ways to form a habit



MOTIVATION

- People get bored when they do similar things.
- People prefer to do what they love.
- People need encouragement and support.
- Personalized planning and scheduling helps with habit formation
- Butler Service monitors users and makes them feel close.
- What the app needs to meet

OBVIOUS

ATTRACTIVE

EASY

SATISFYING



RESEARCH ABOUT GAME



In order to keep the user motivated, I studied the ways in which the game attracts the user.

- Progress and Achievements.
- Unknowns and Curiosities.
- Extrinsically Driven vs. Intrinsically Driven

INTERVIEW

Diversified tasks

Forming habits through different and varied tasks.

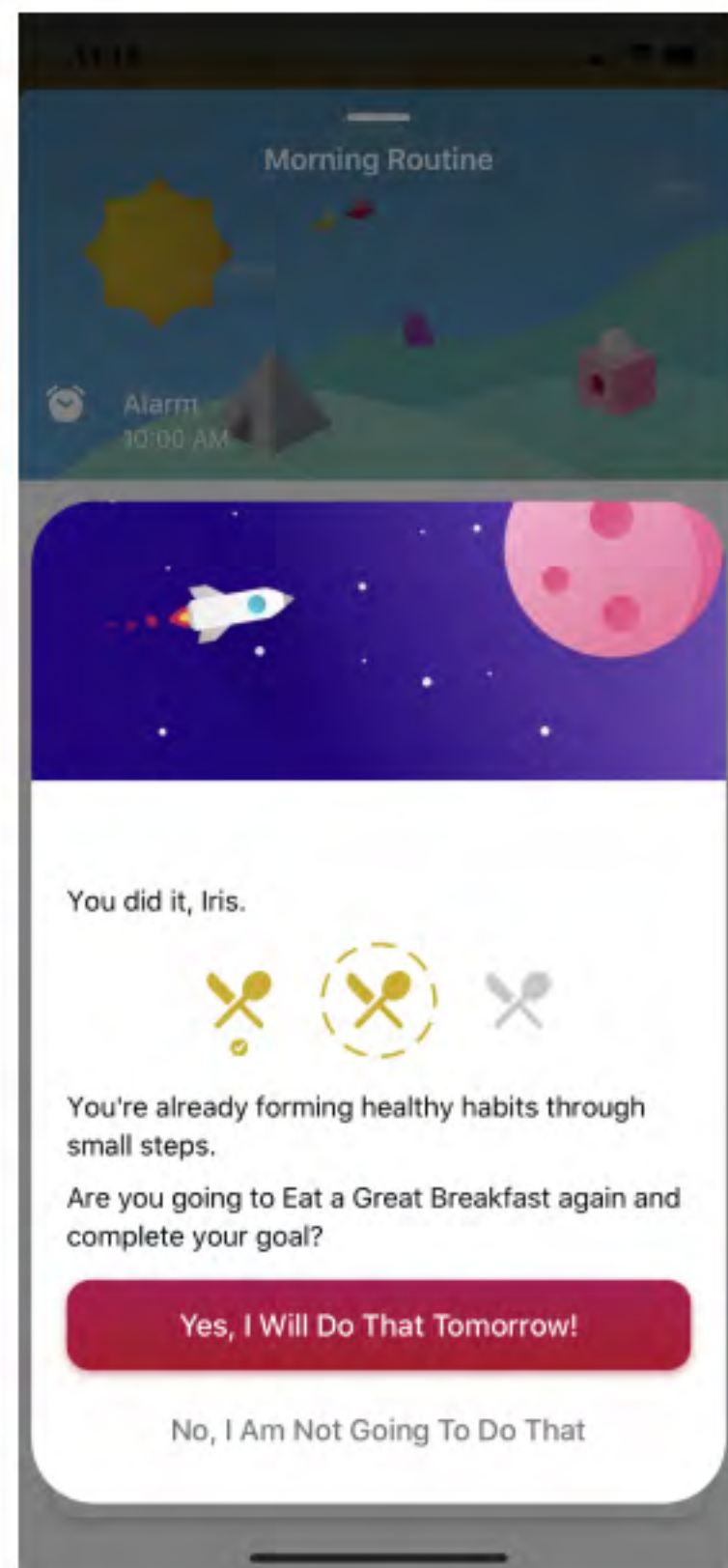
Diversification of incentives

There are more different ways than simple animations and rewards, such as playing music or sharing to social networks.

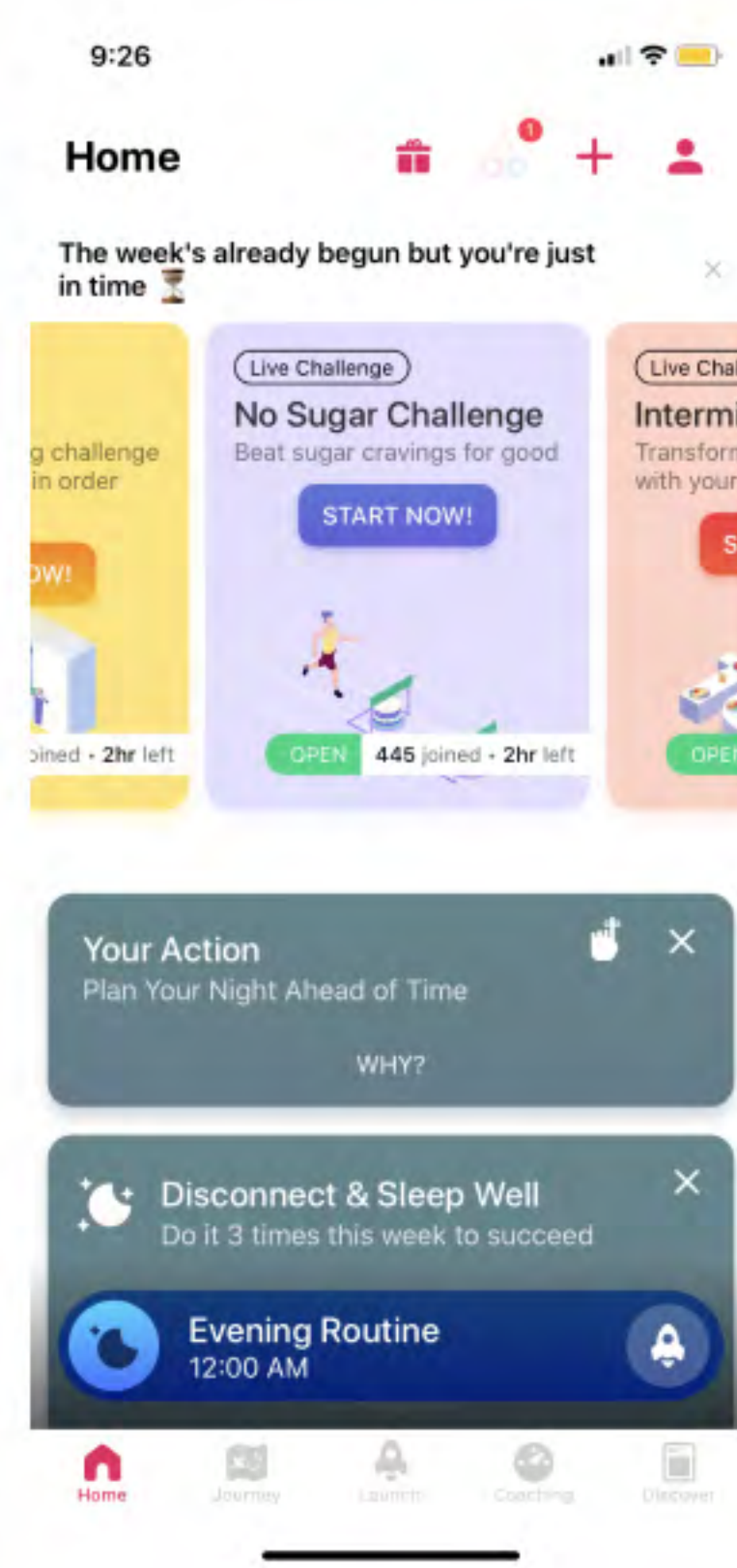
Convenient planning

Schedule and adjust task types as you wish.

COMPETITIVE ANALYSIS



Fabulous



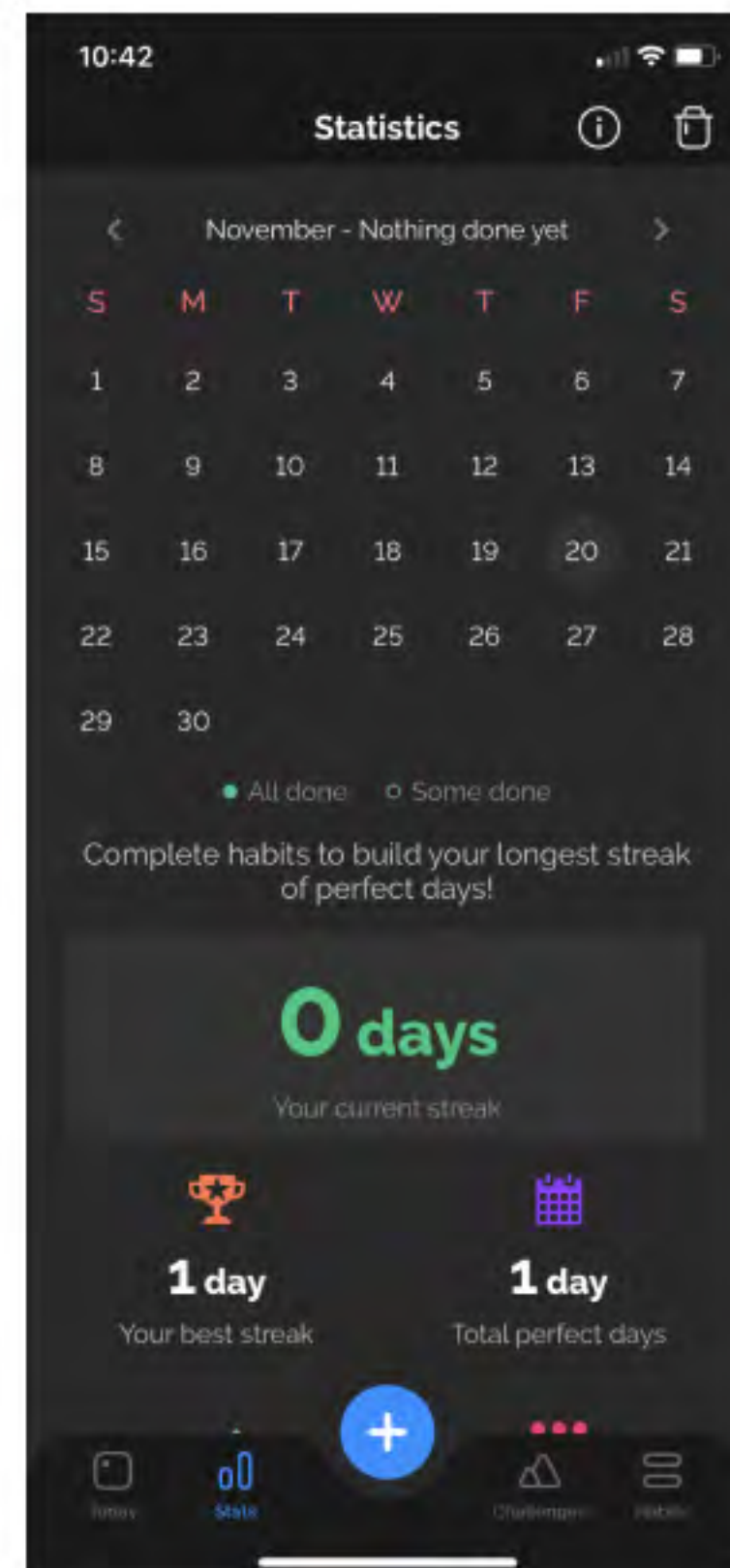
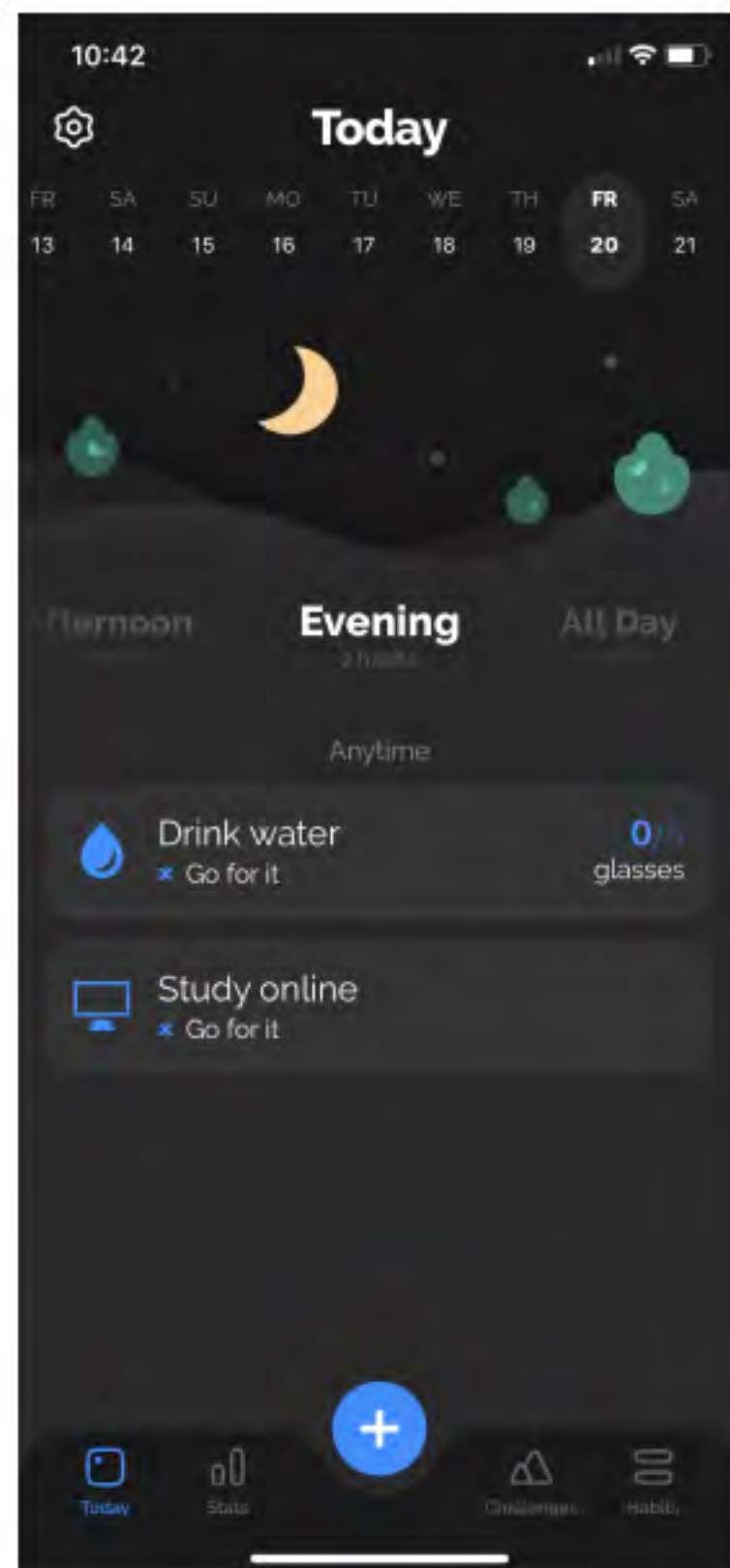
Good:

- Well-designed plans
- Funny-looking animation effects
- Interesting tasks

Bad:

- Too much content and tasks
- Make people feel stressed out

COMPETITIVE ANALYSIS



Good:

- The interface is exquisite and very nice to look at
- Lots of data and calendars to record overall progress and habit-forming effects
- Defferent interface settings in morning, midday and evening

Bad:

- Complex and error-prone task operation
- The overall structure is slightly complex and requires user learning time.

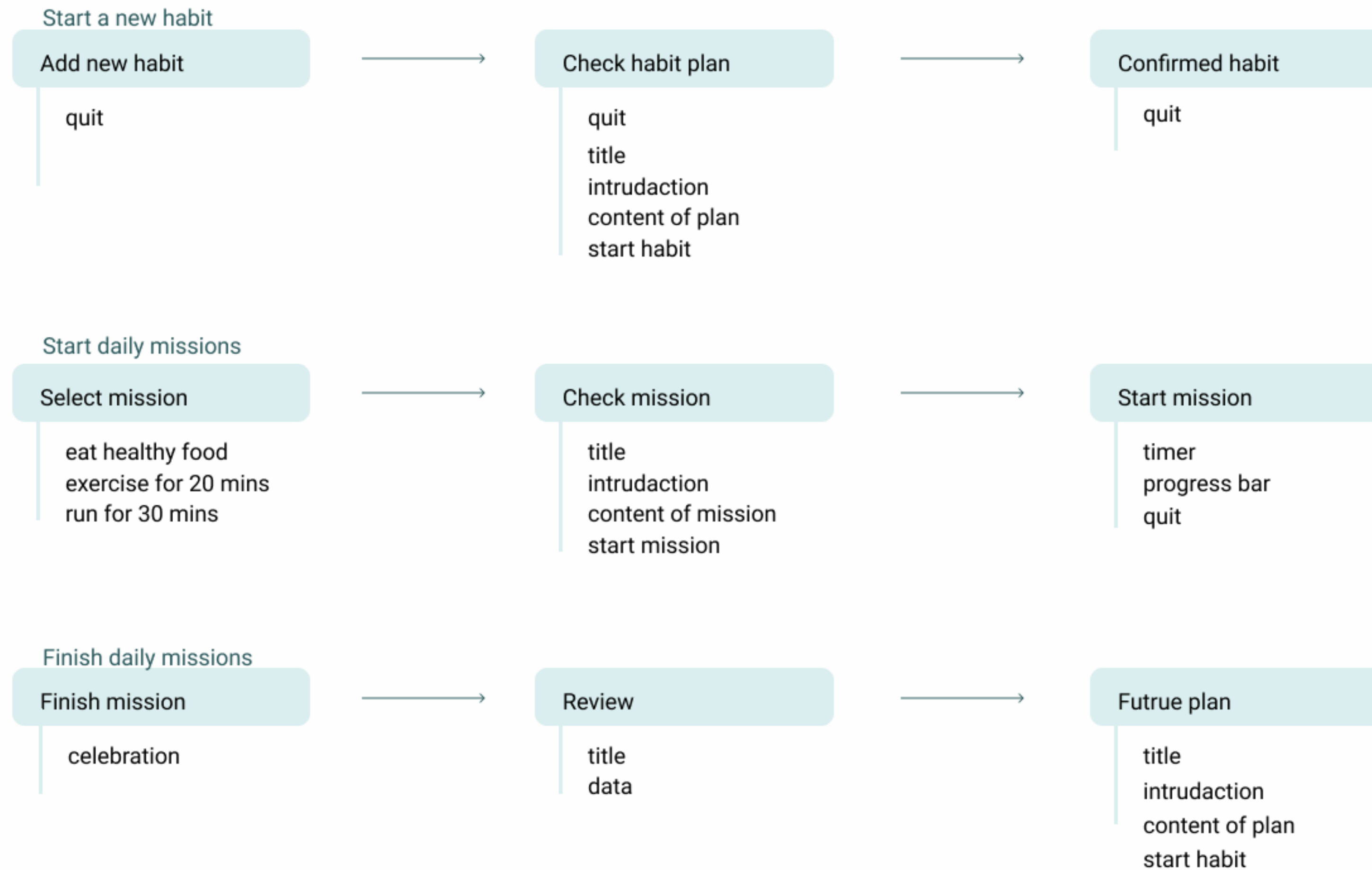
Productive

USER STORY

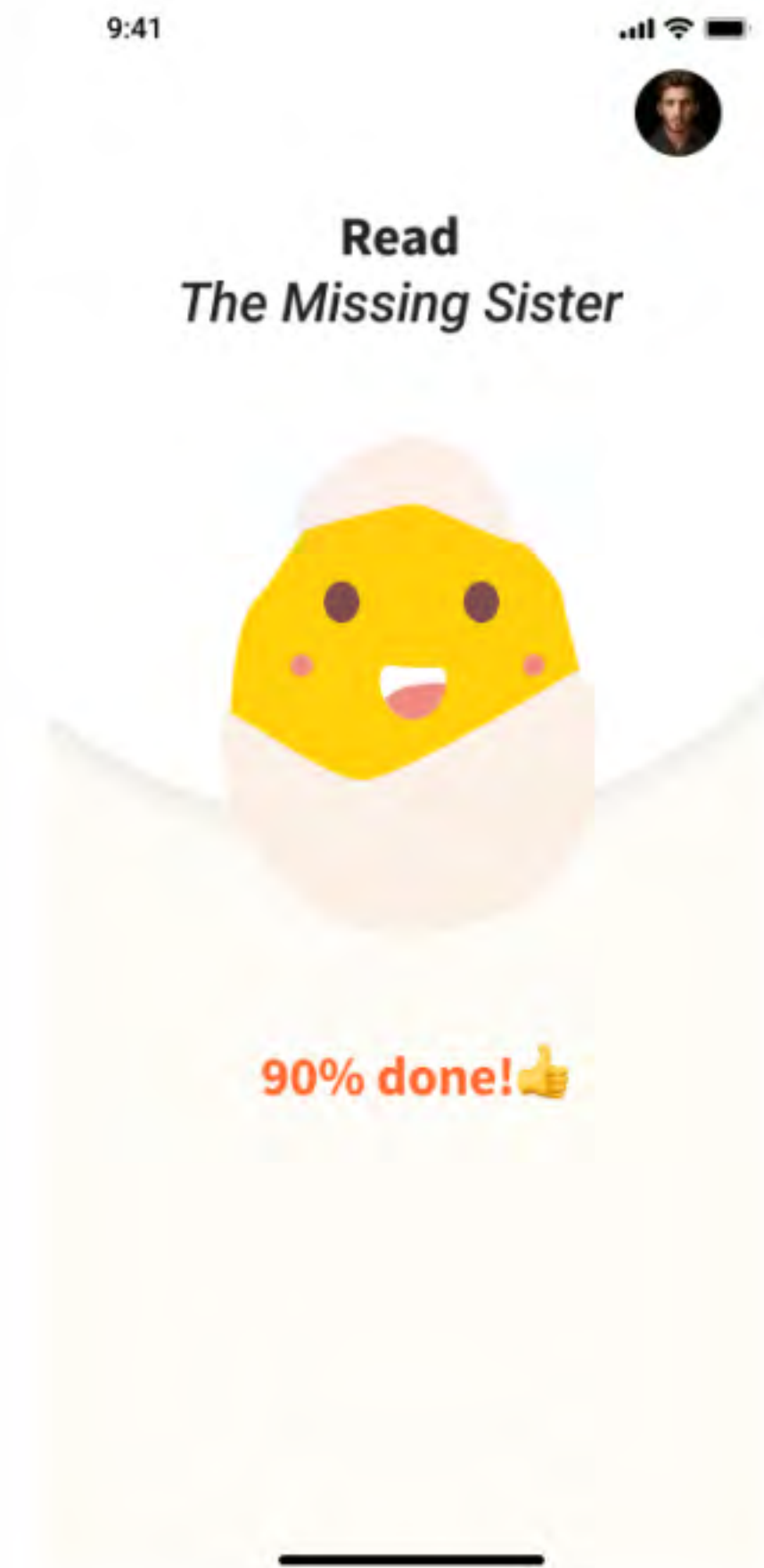
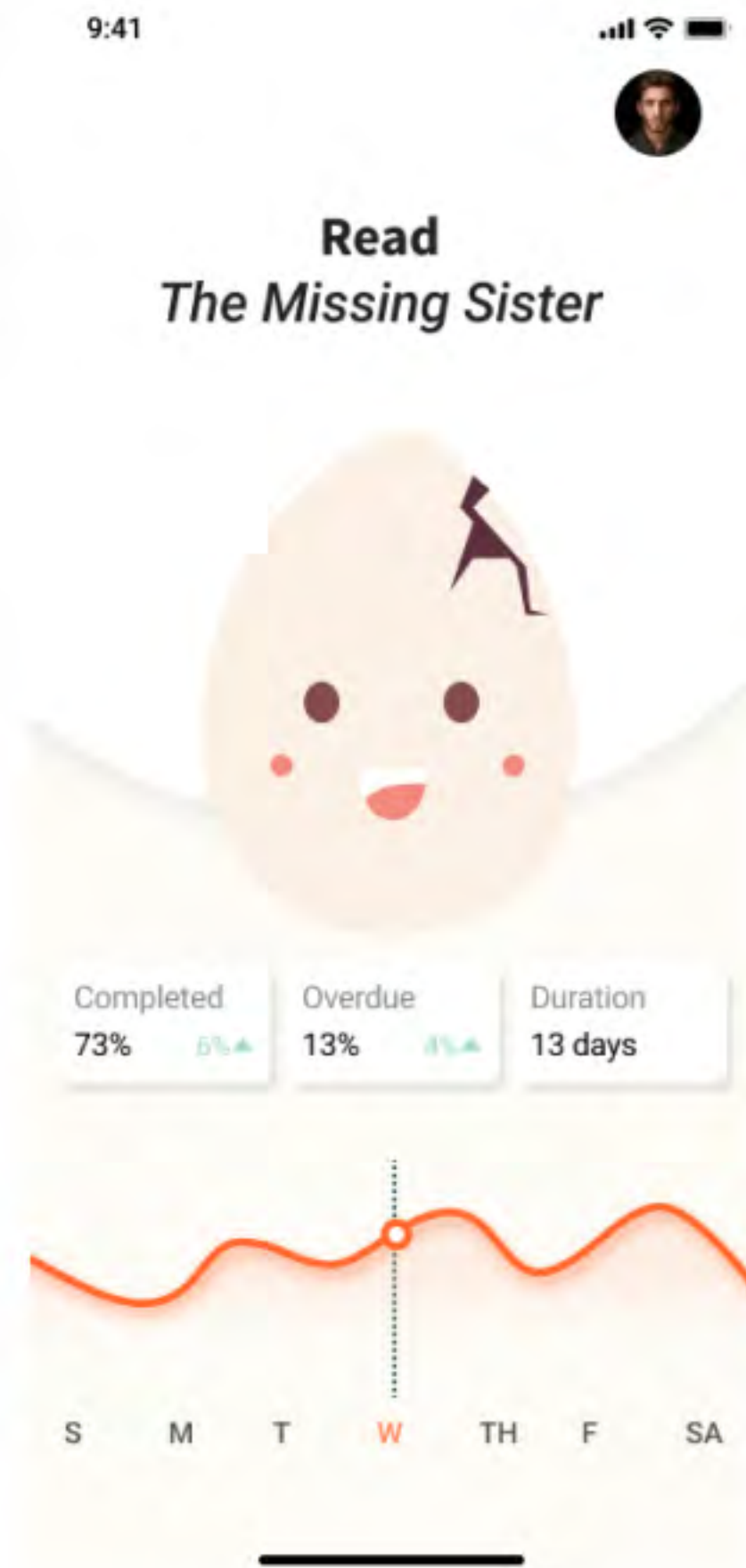
Forming new habits requires consistent activities that are repeated over time, and users need personalized plans and motivating activities.



USER FLOW

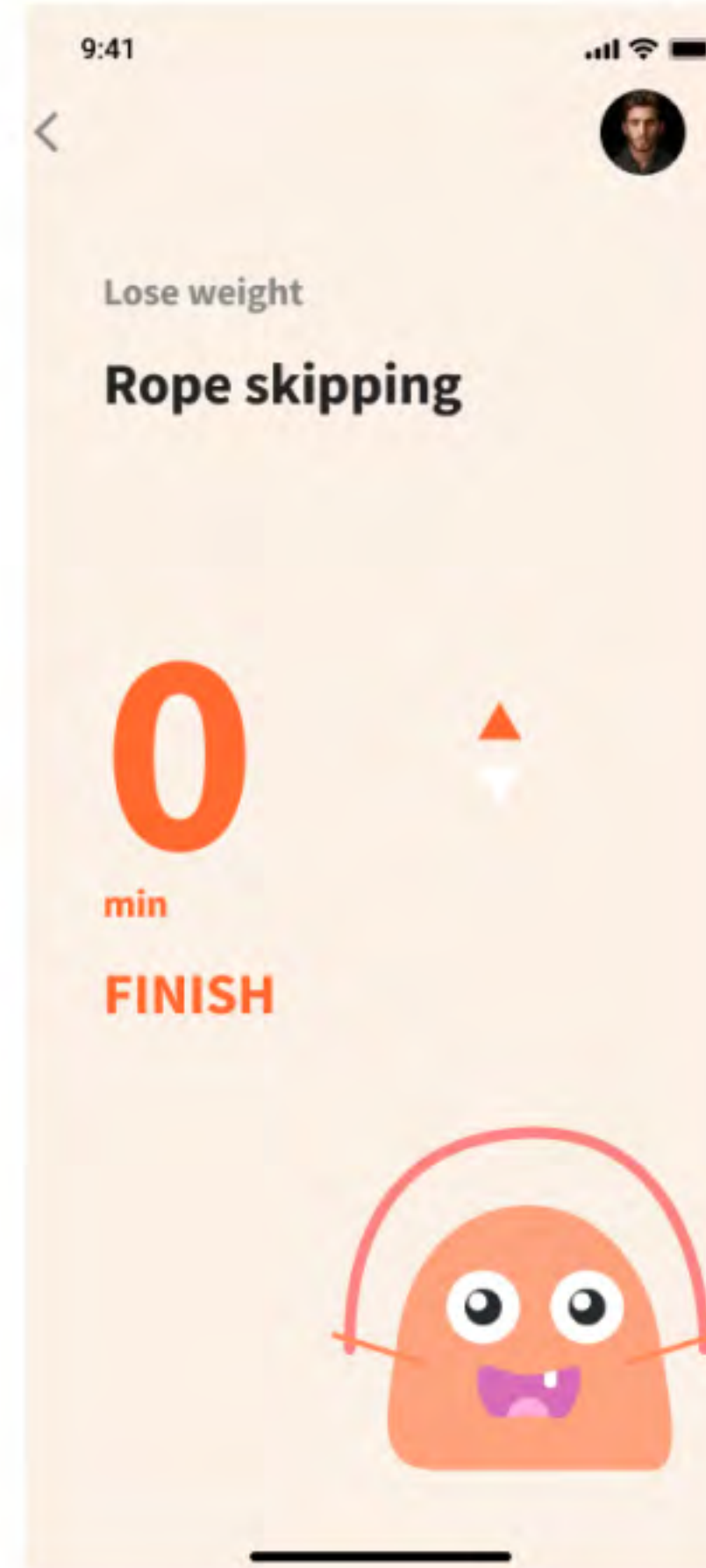
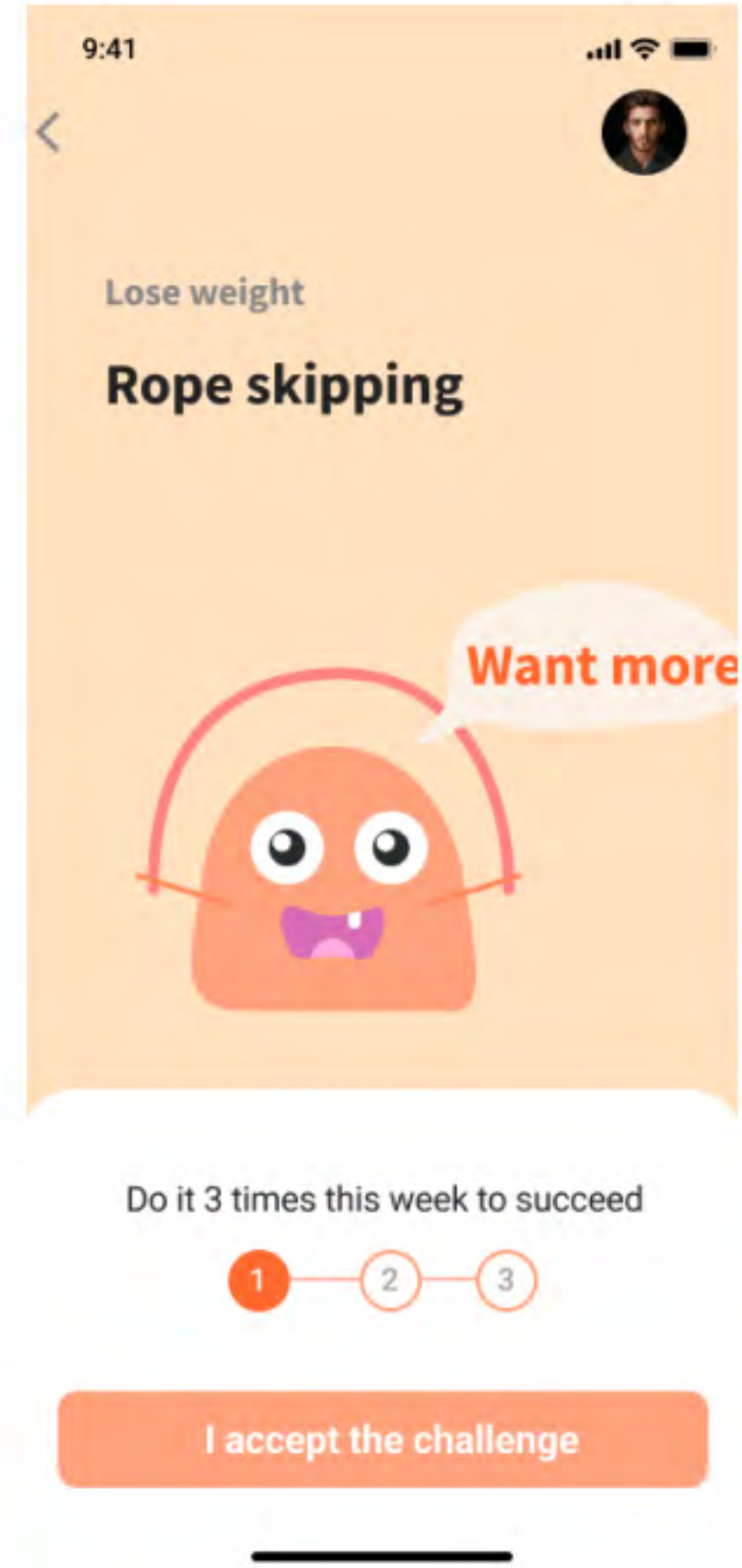
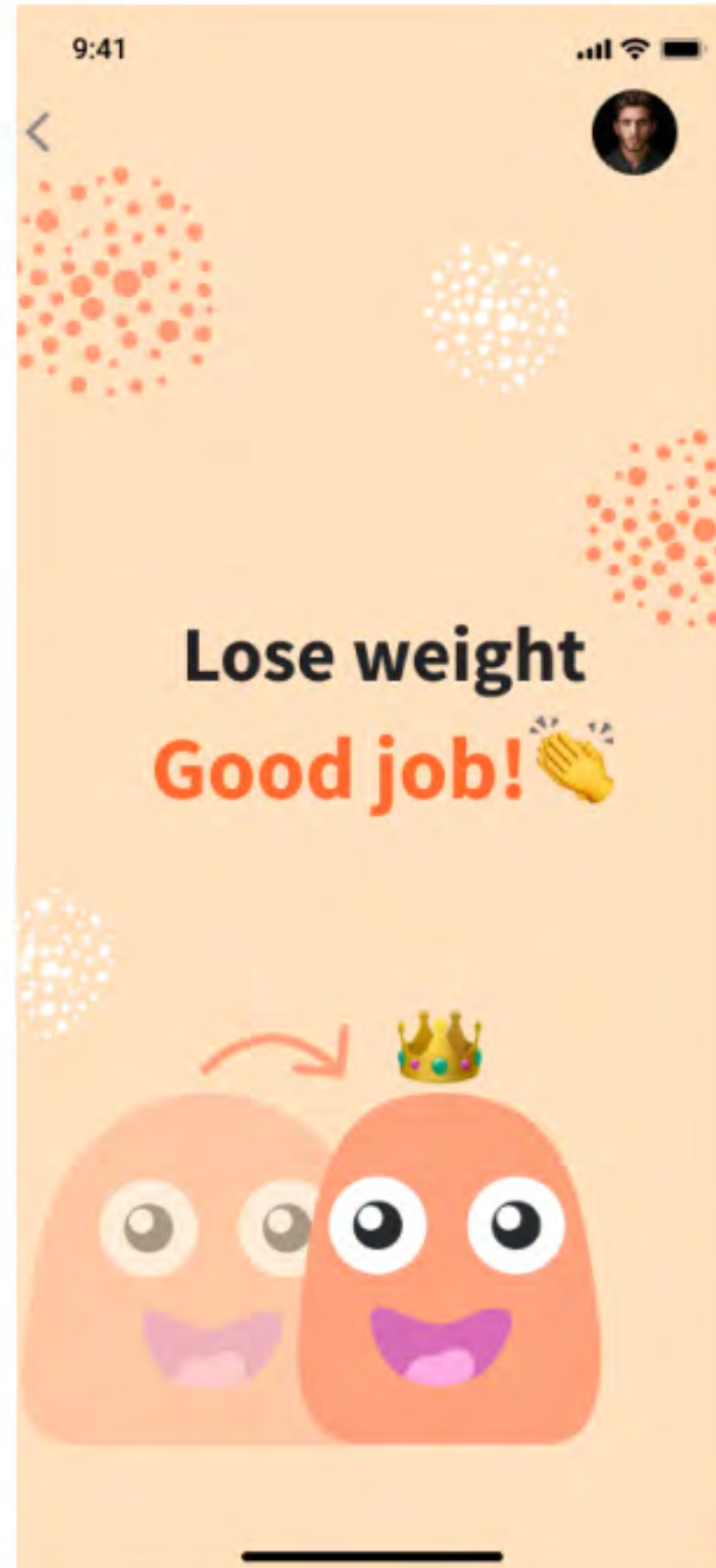


IDEATION



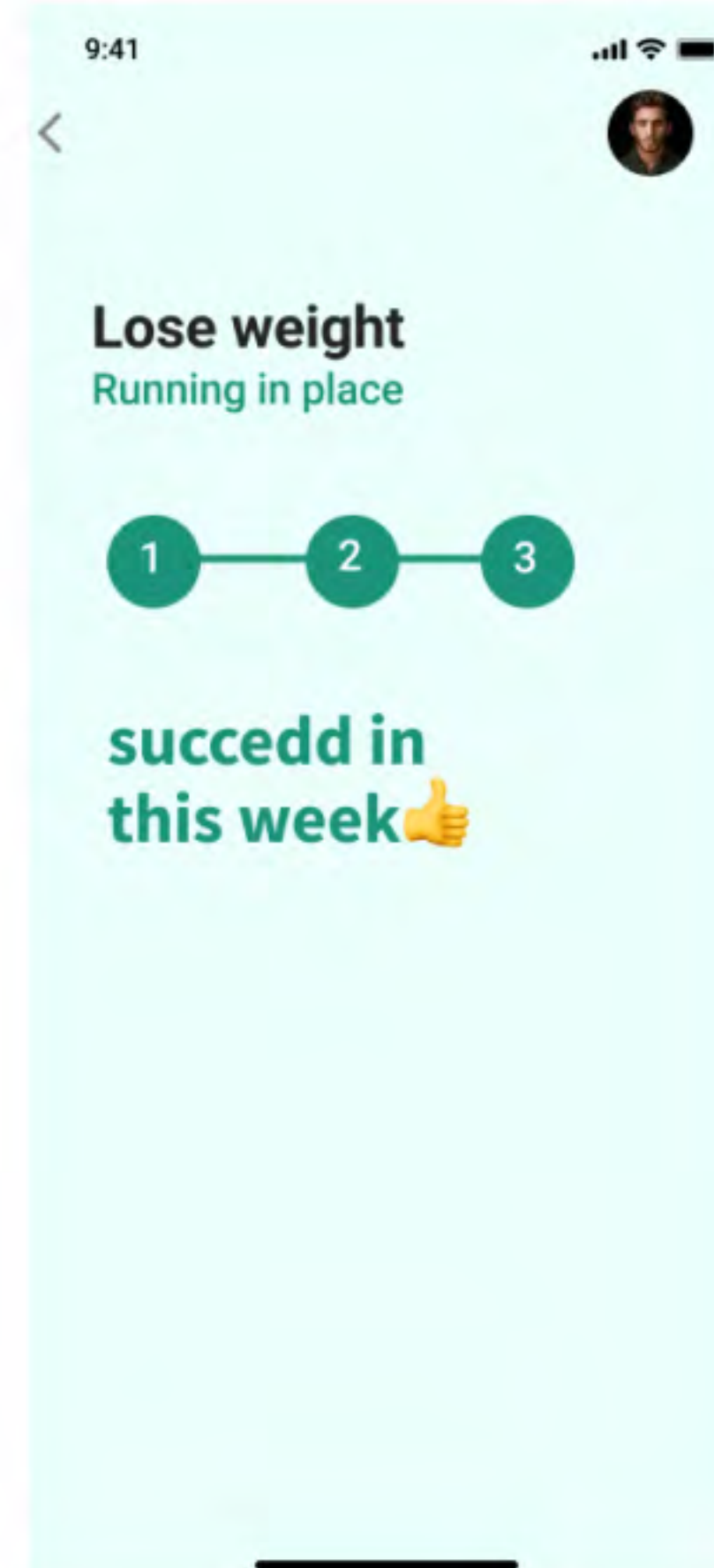
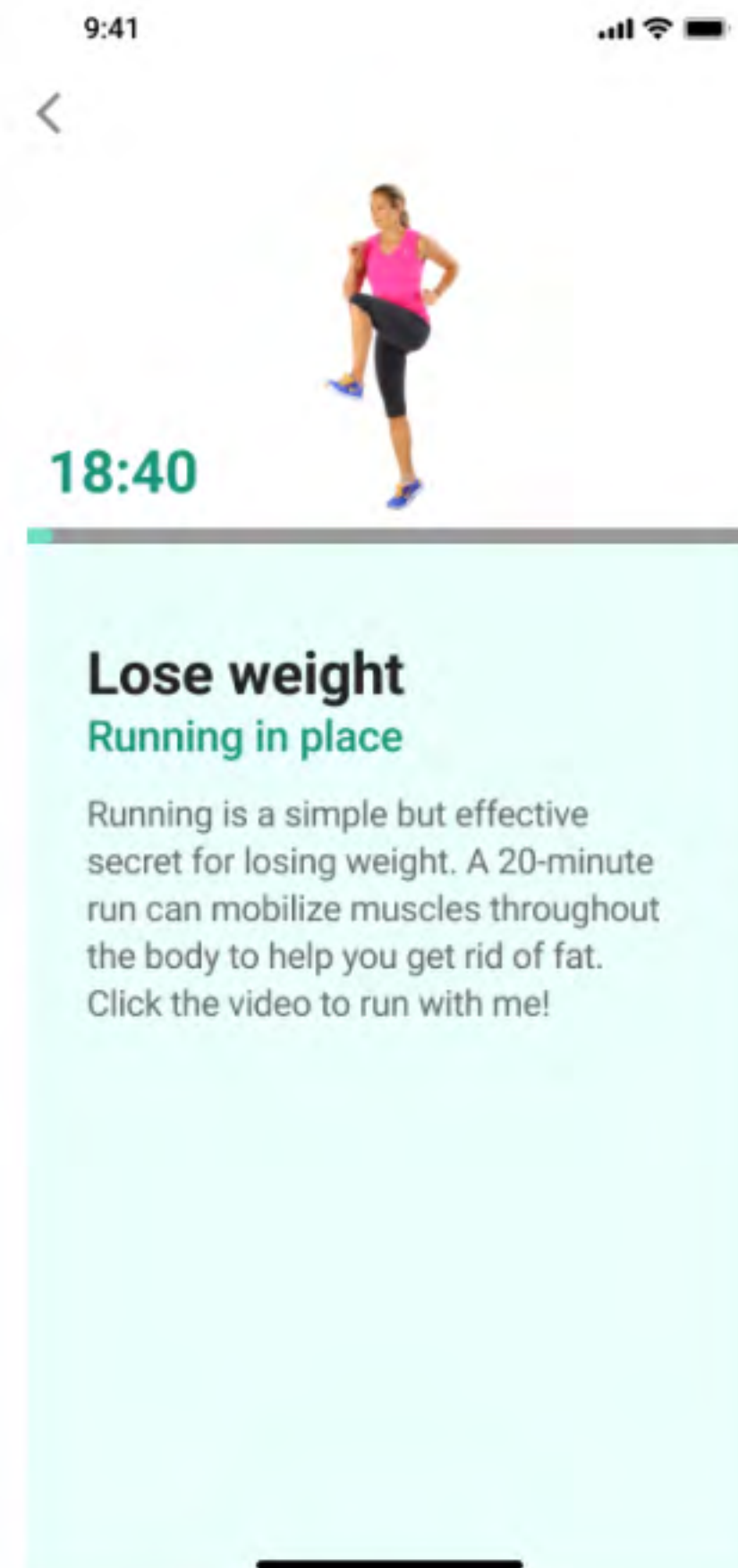
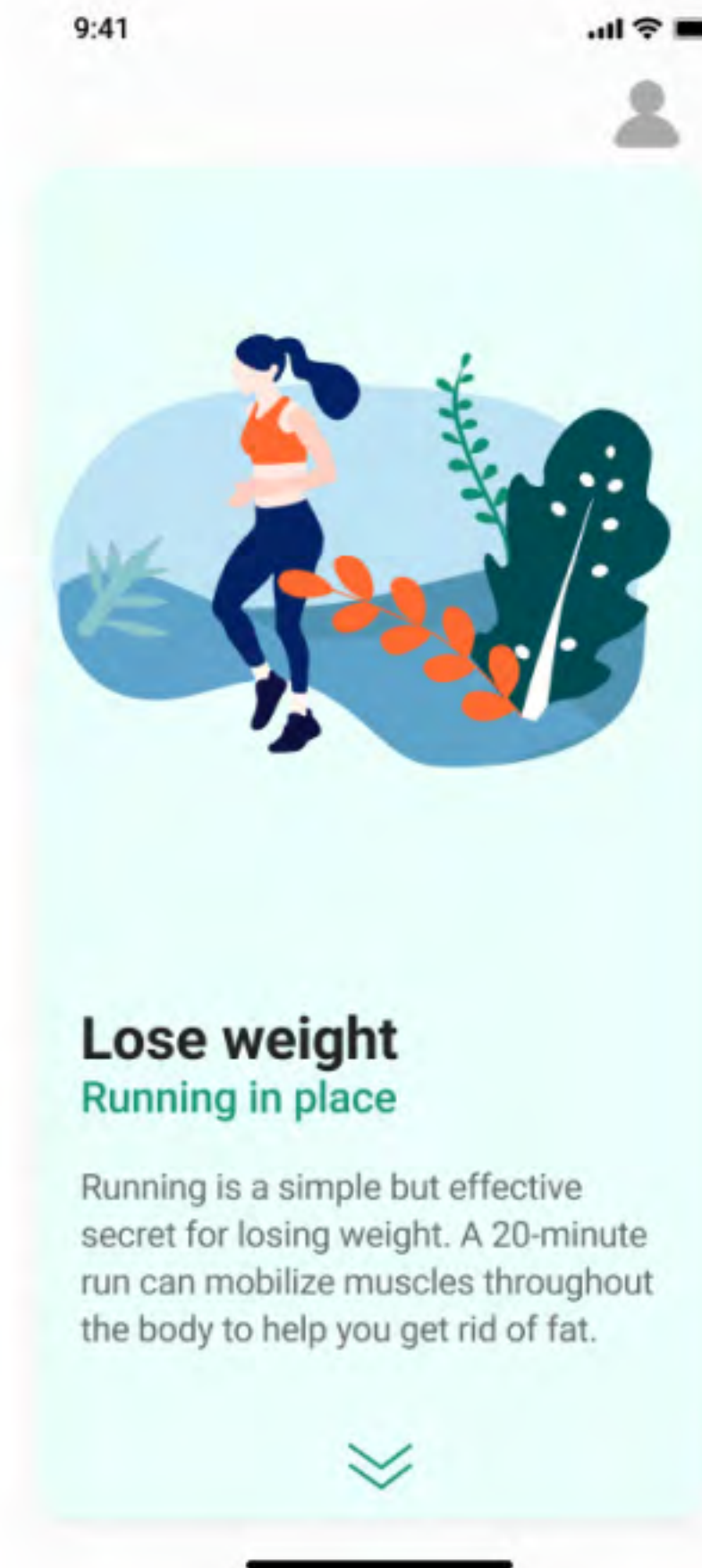
Through a chick-building activity, which helps users form their own habits, the user's chick will grow up relatively big after the user completes the day's task. When the user completes the habit-forming program, the chicks will break out of their shells.

IDEATION



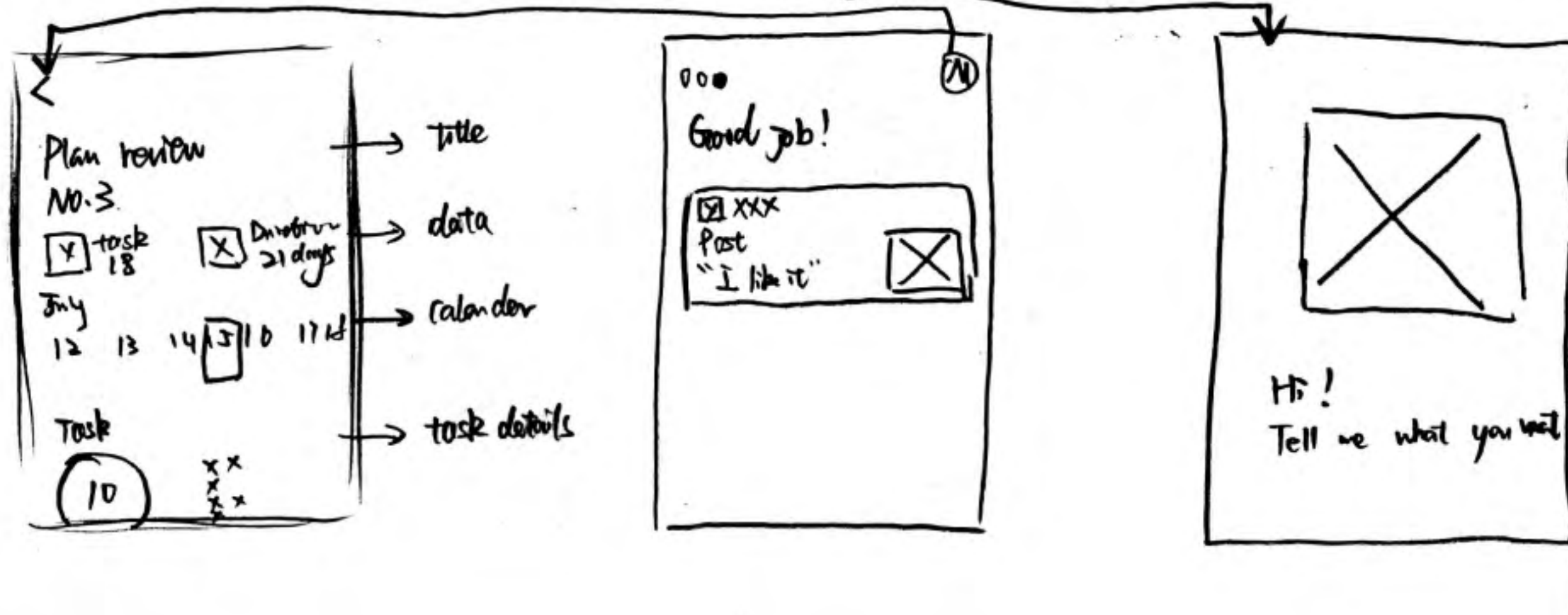
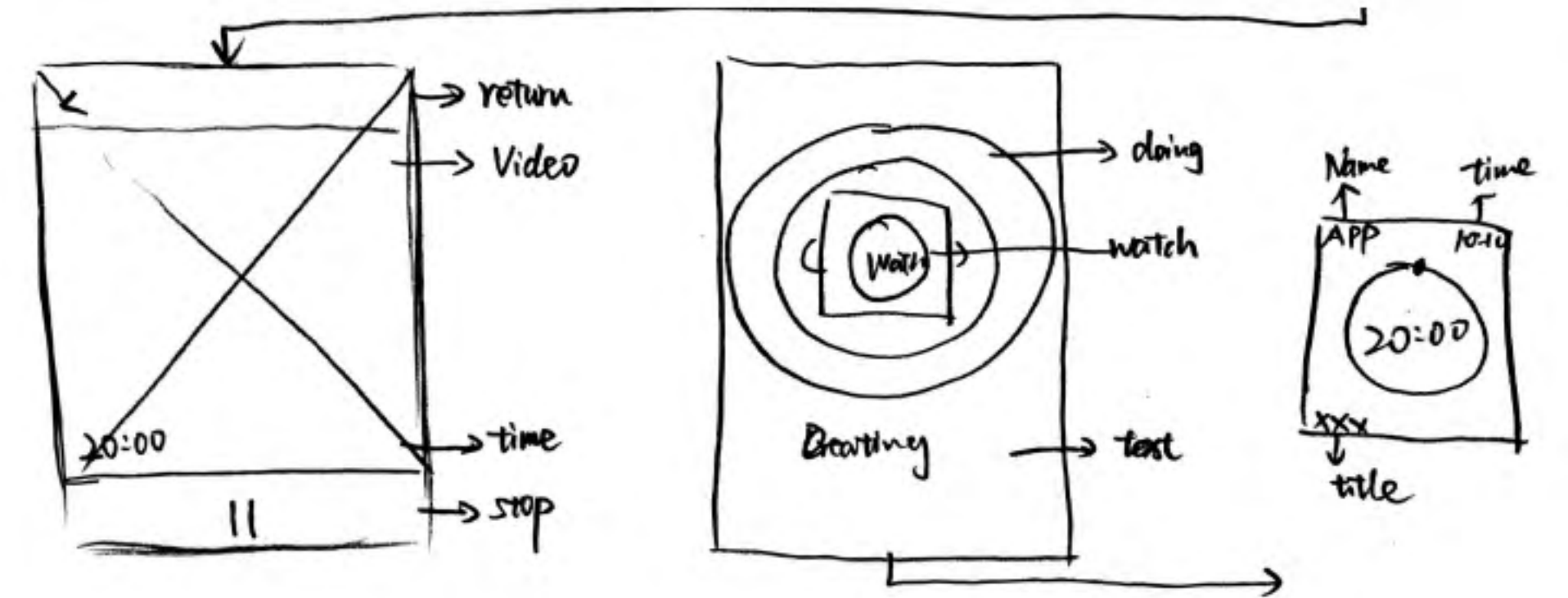
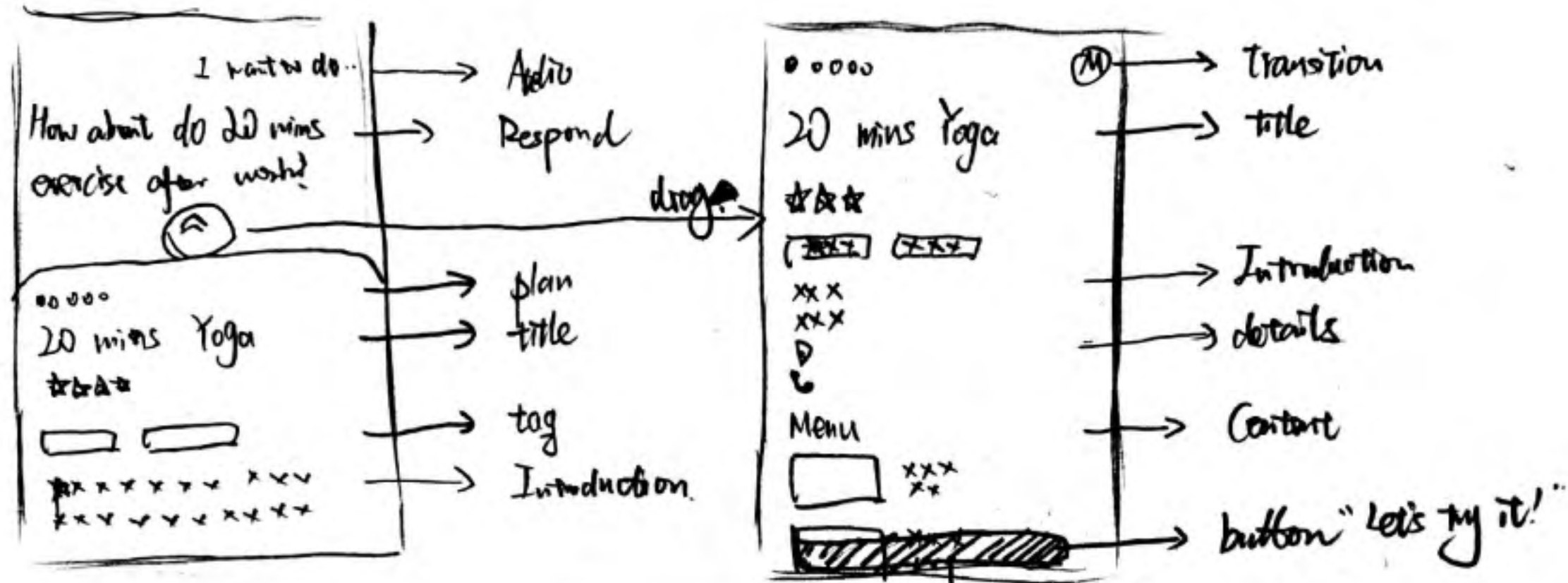
Oversee the user's task completion and habit completion with a cute little animal as a personal butler. The personal butler will monitor the user's task completion and subsequent program completion, providing encouragement and support to the user.

IDEATION



Create cartoonish illustrations that help users understand states and tasks, thereby reducing learning costs and engaging users.

SKETCHES



WIREFRAME

1. Title

It shows the topic about this page.

2. Important information

There is a place for most important information.

3. High light

It provides simple word to describe the plan or task.

4. Detail information

It shows detail information.

5. Content

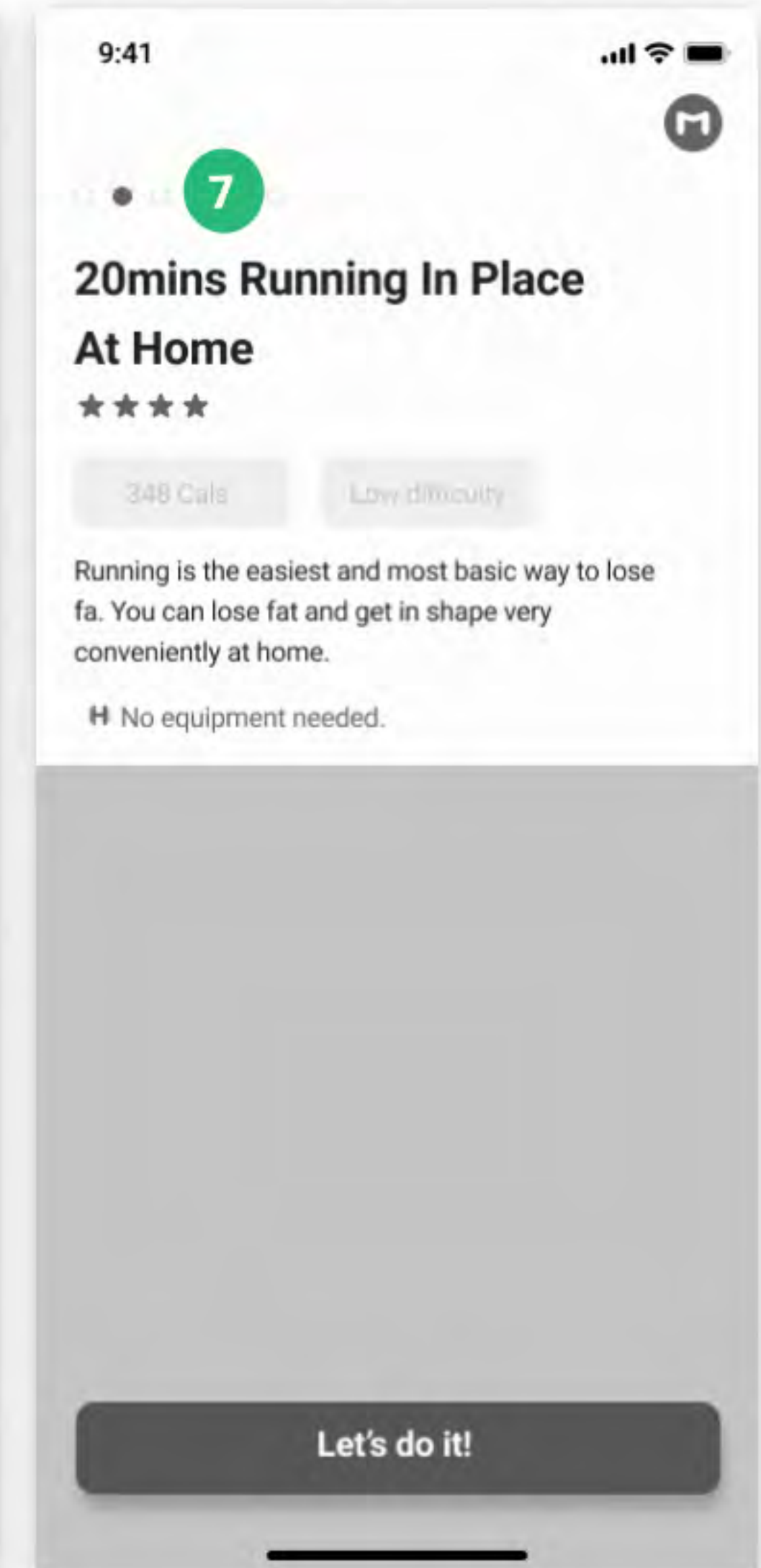
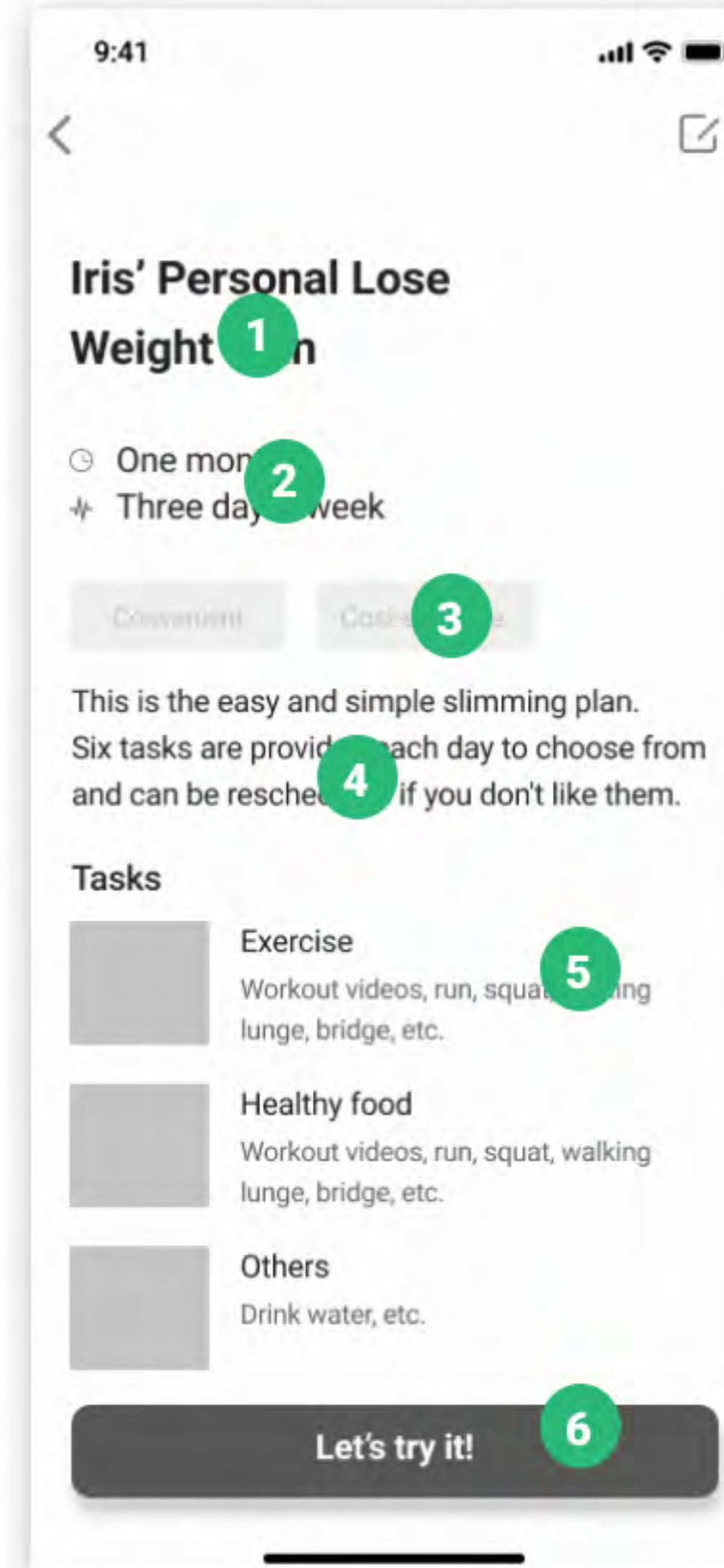
This contains words, images.

6. Start button

Click to start the plan or task.

7. Progress bar

It shows what page you are currently on.



WIREFRAME

1.Introduction

It states that the user can make instructions, give hints for the next step.

2.Title

It shows the theme of this page.

3.Basic Information

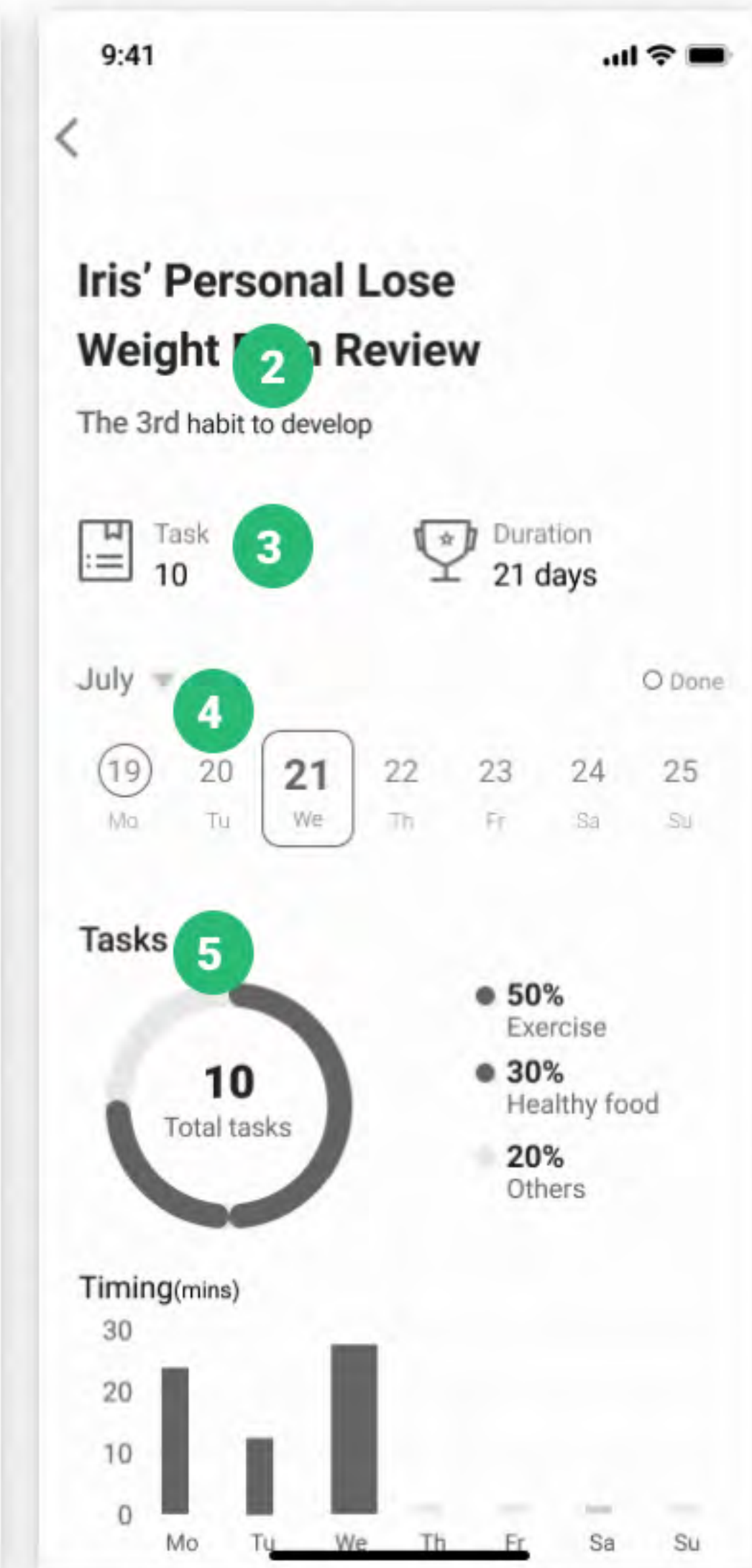
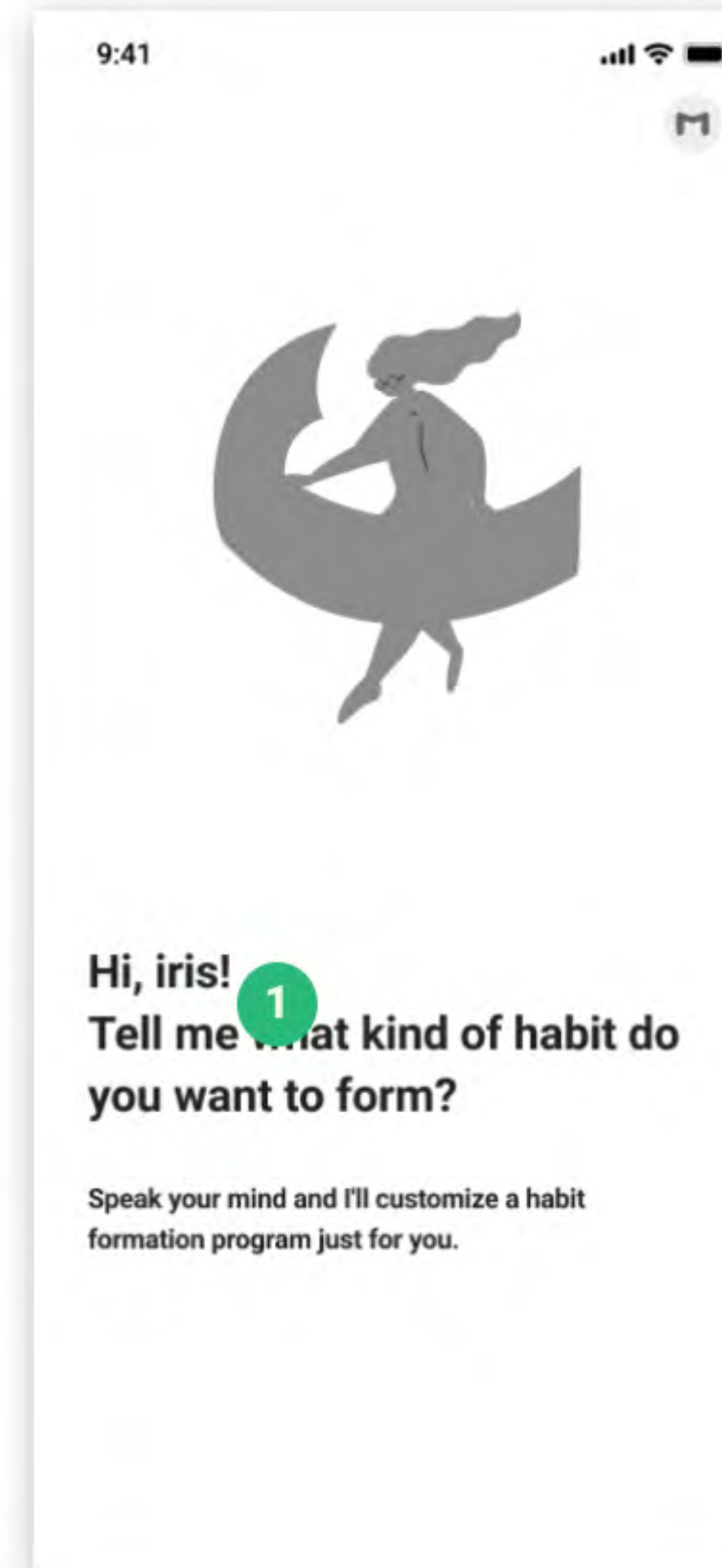
It presents data information.

4. Calendar

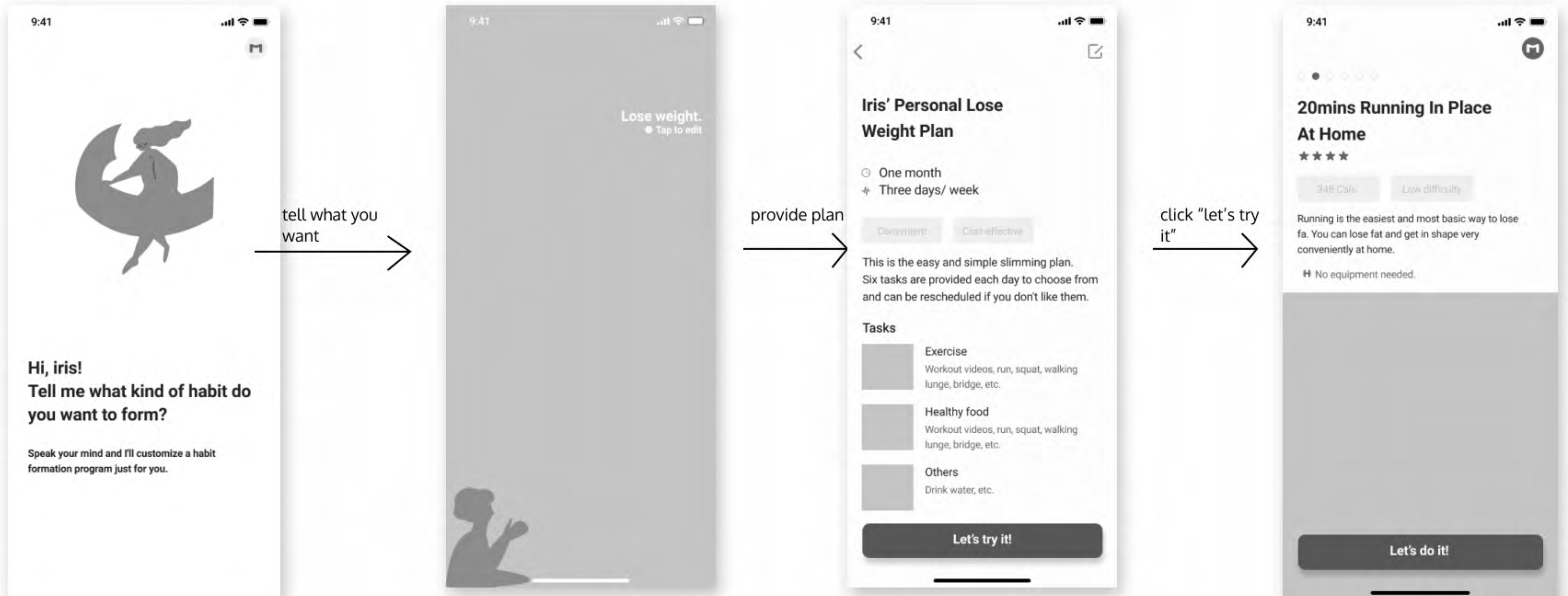
It is convenient for users to check their completion status.

5. Mission Details

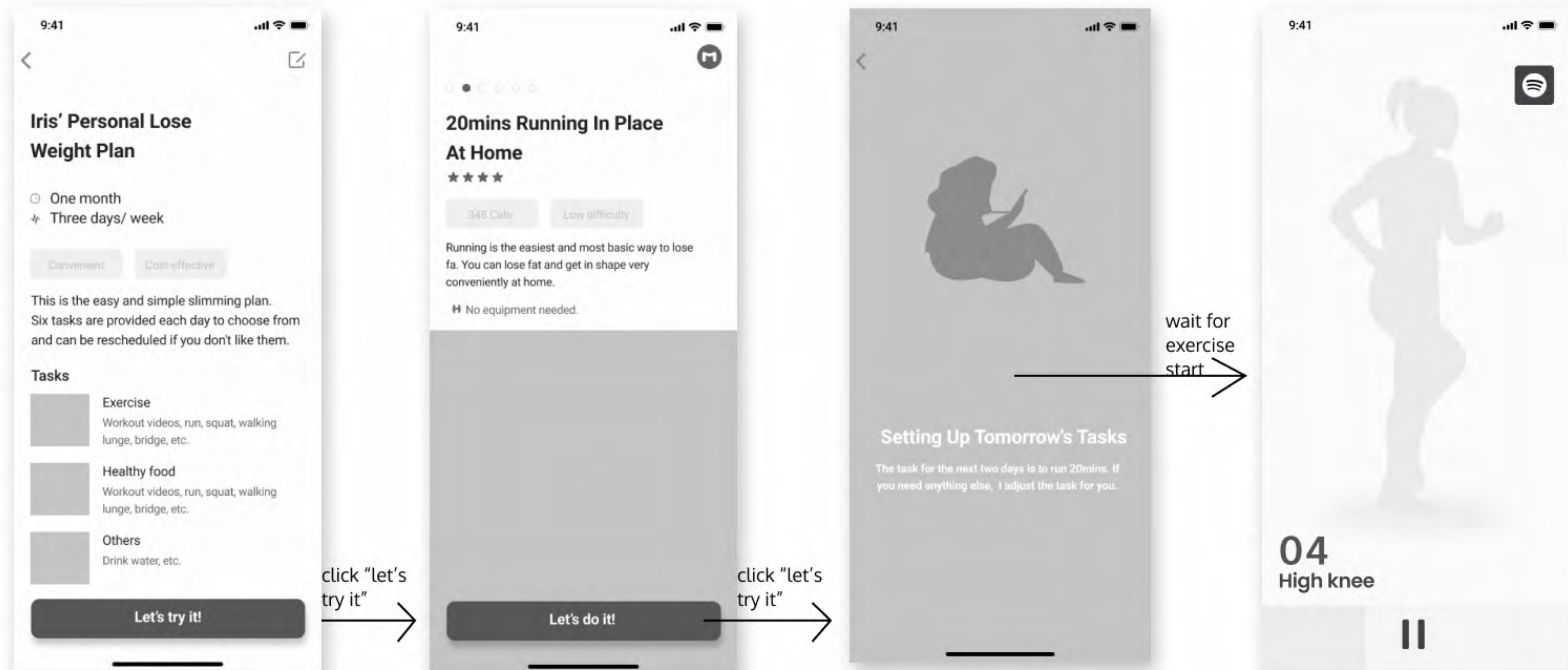
It shows task classification details and task duration.



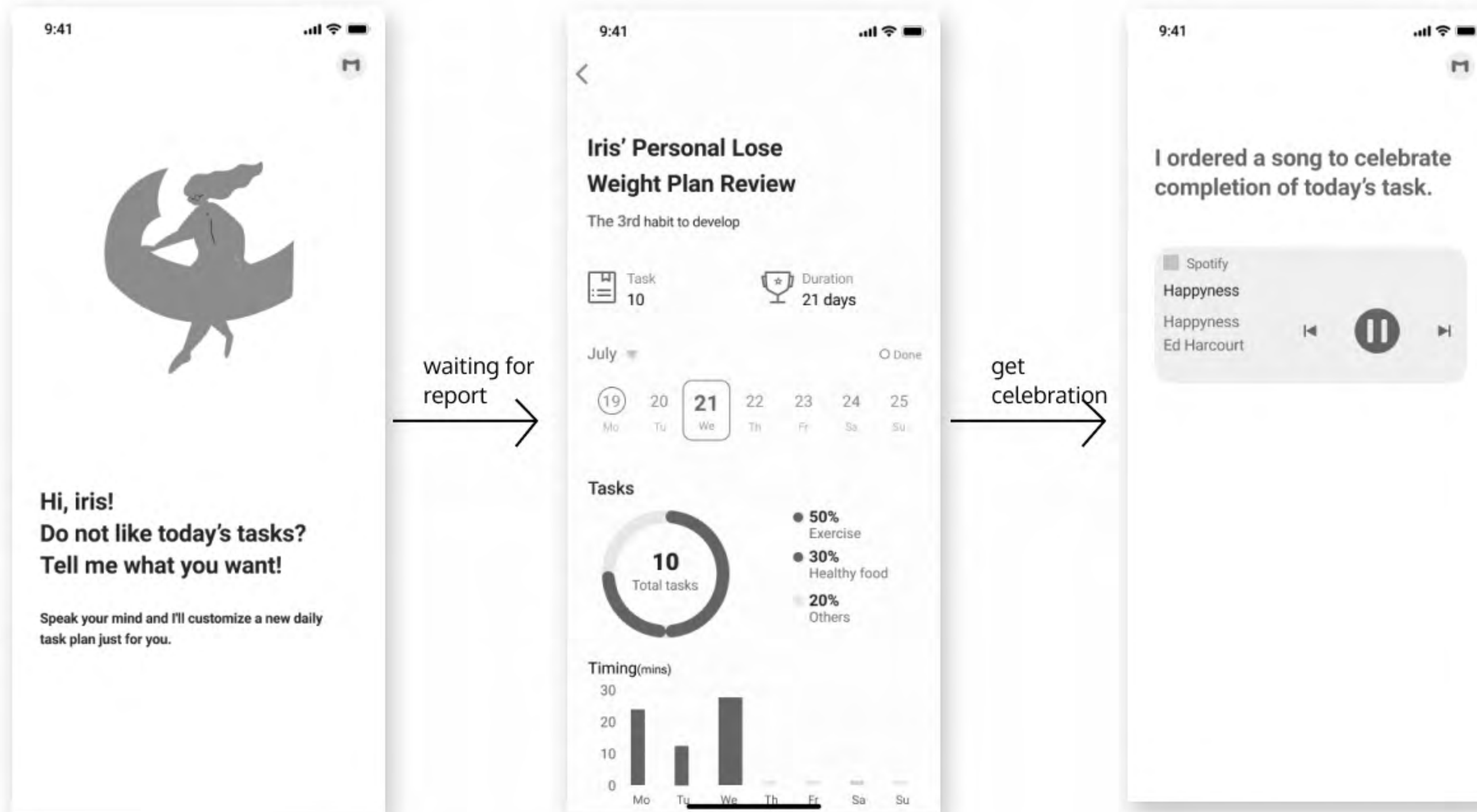
INTERACTION



INTERACTION



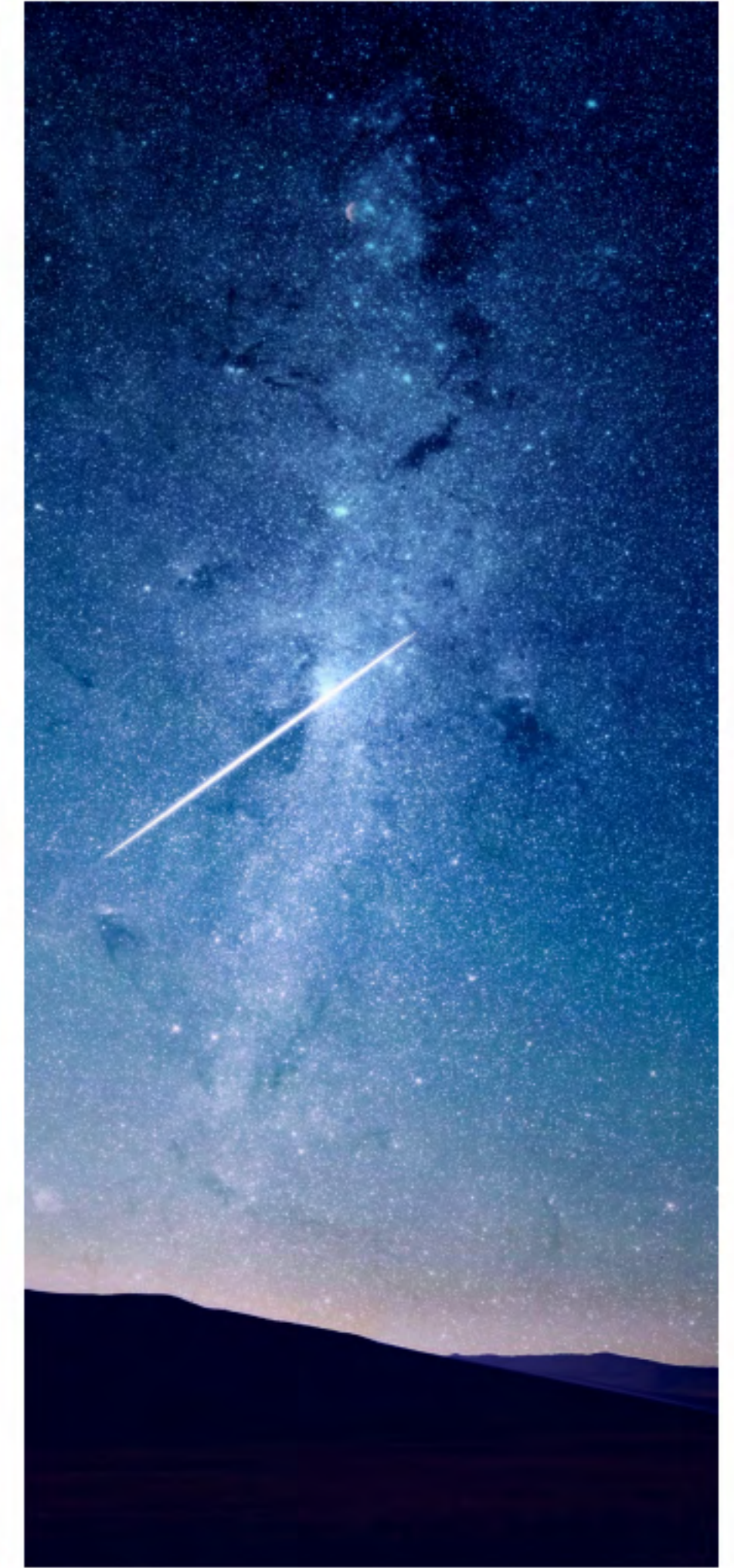
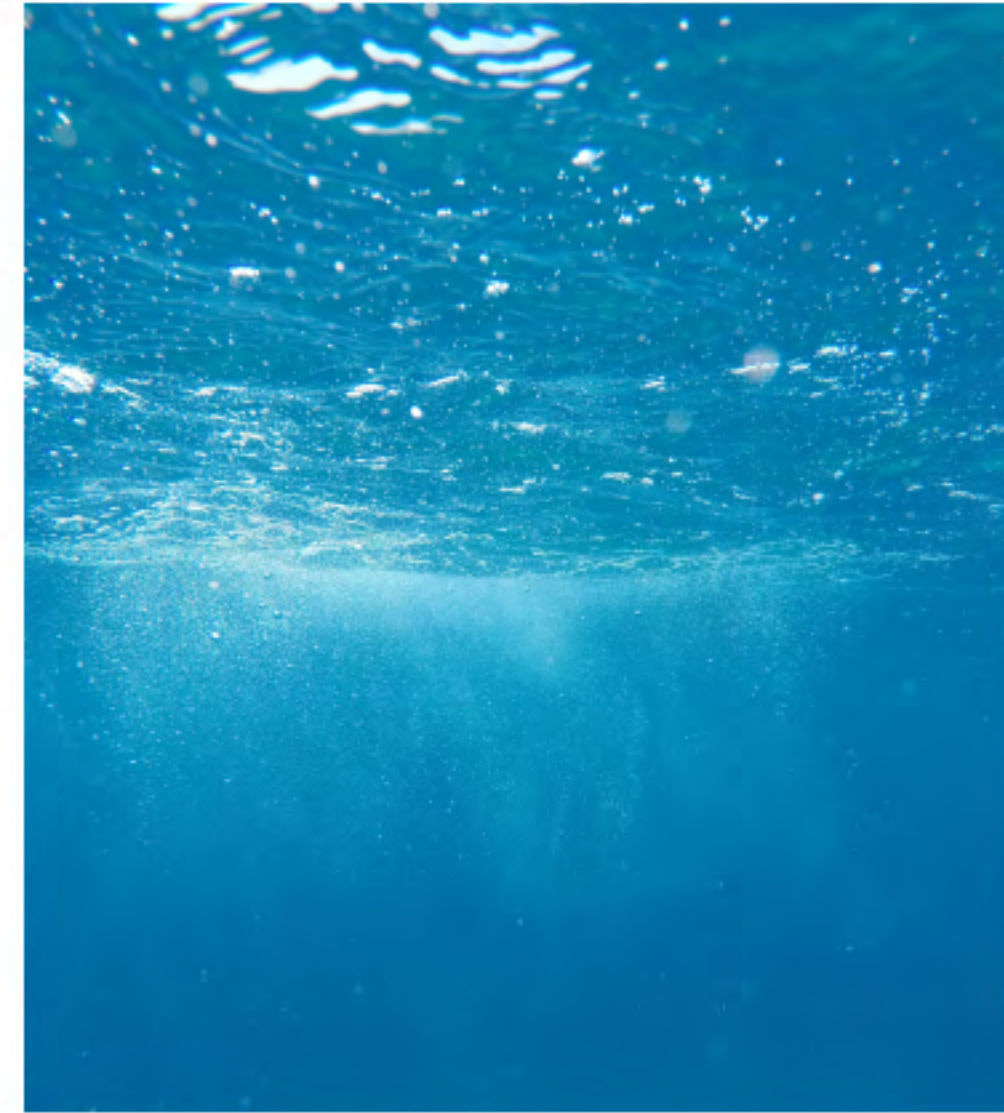
INTERACTION



MOOD BOARD

Gentle And Soft

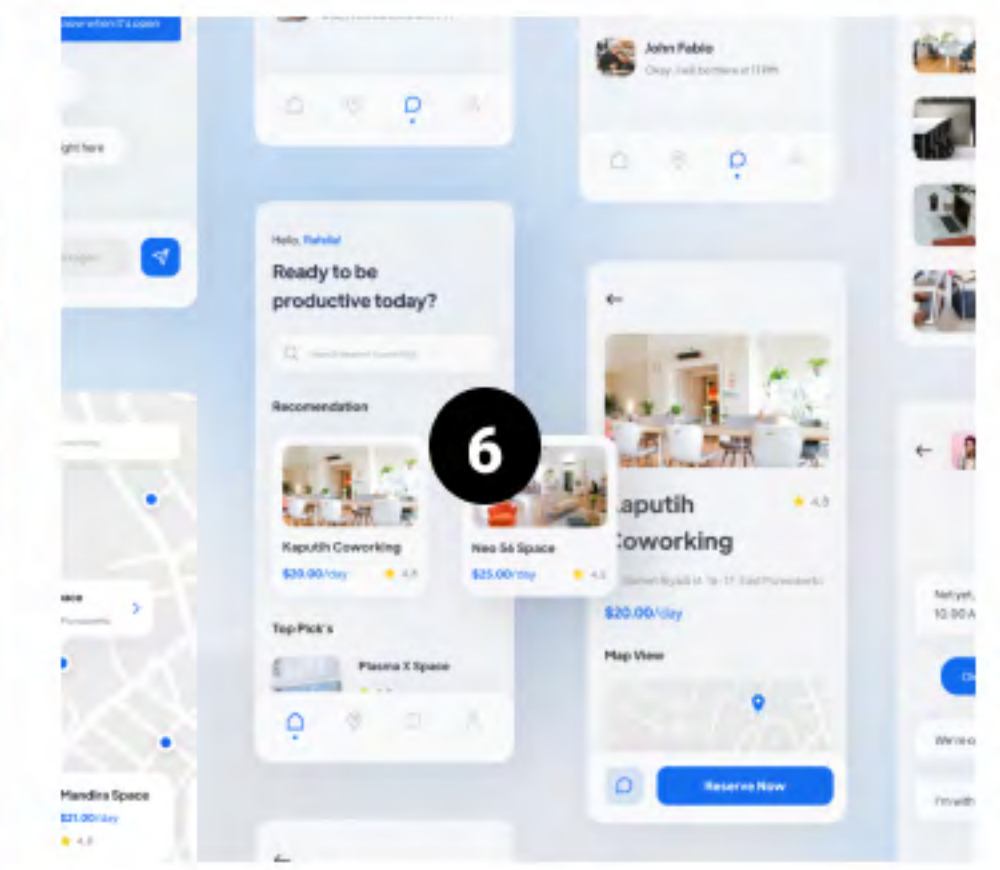
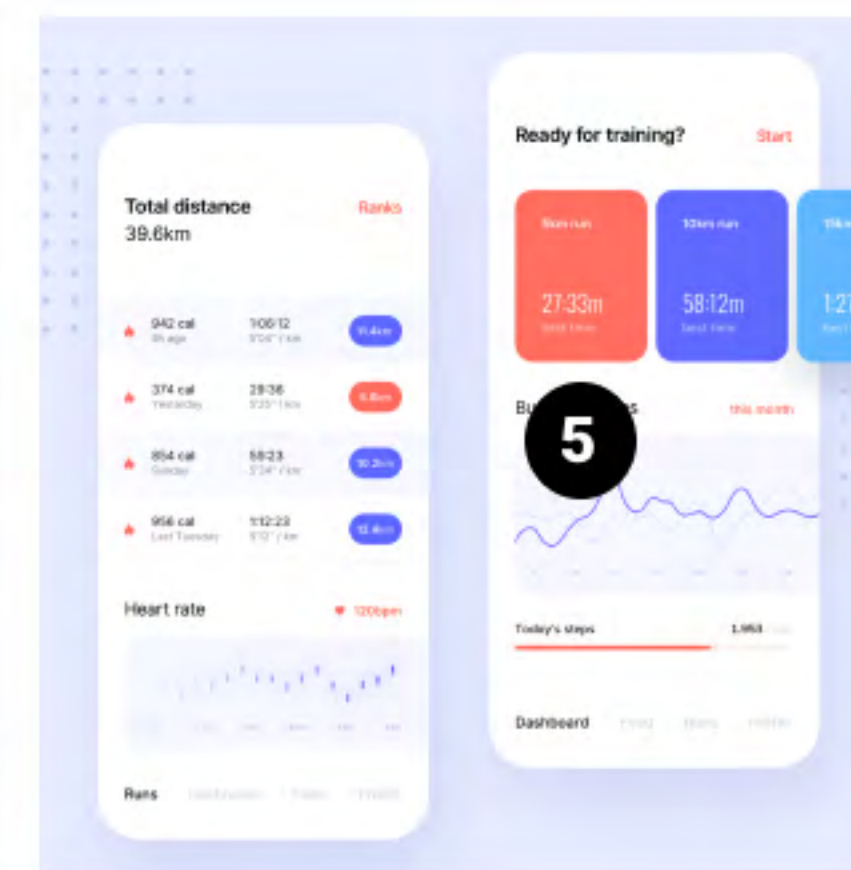
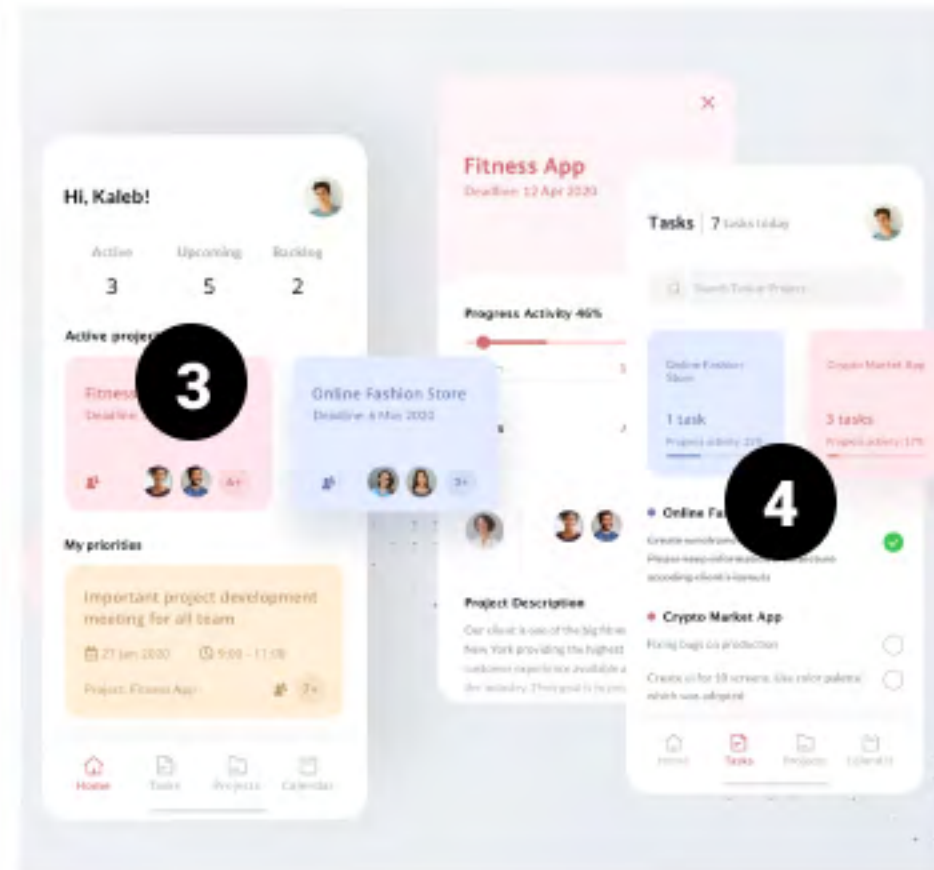
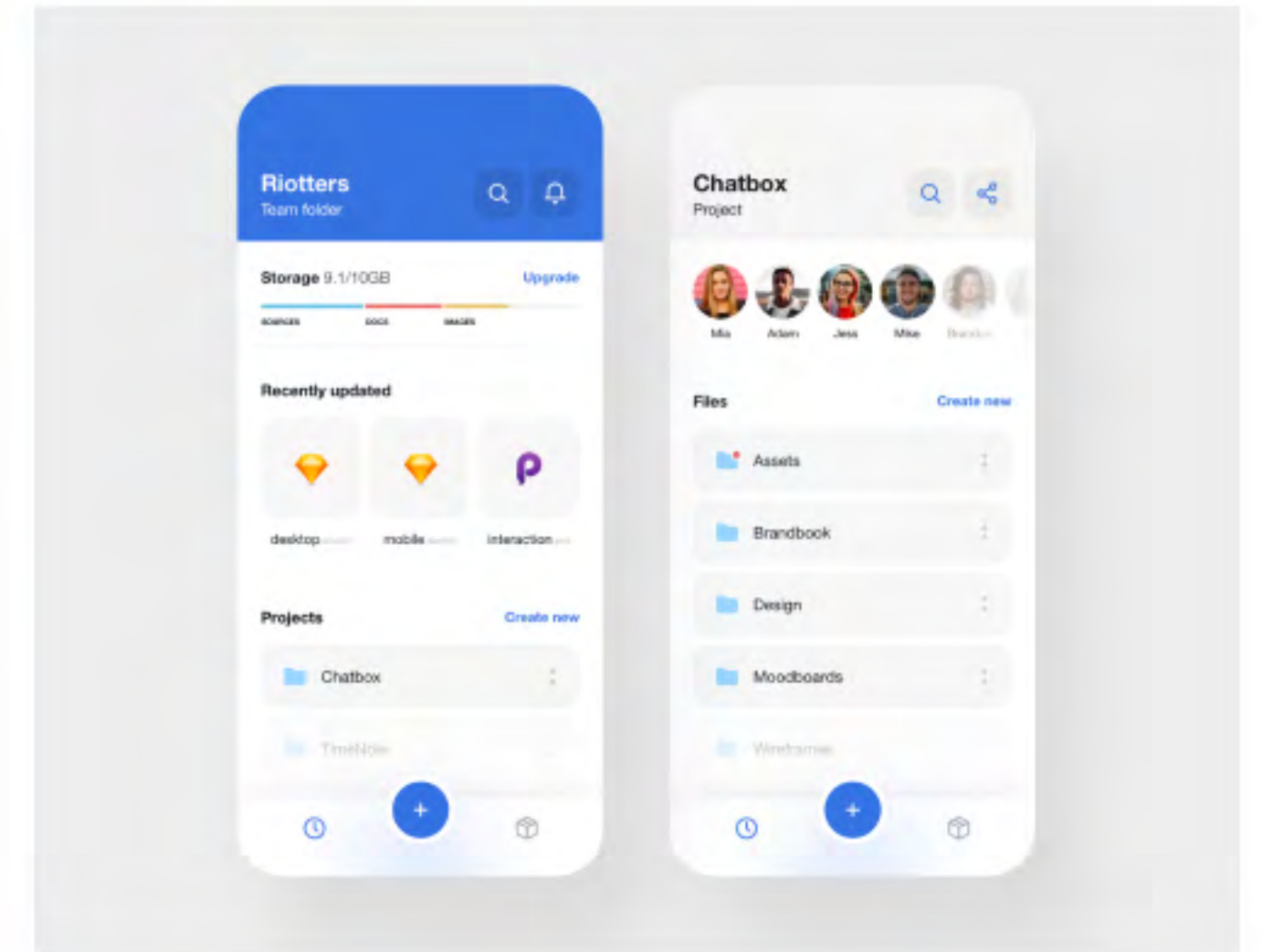
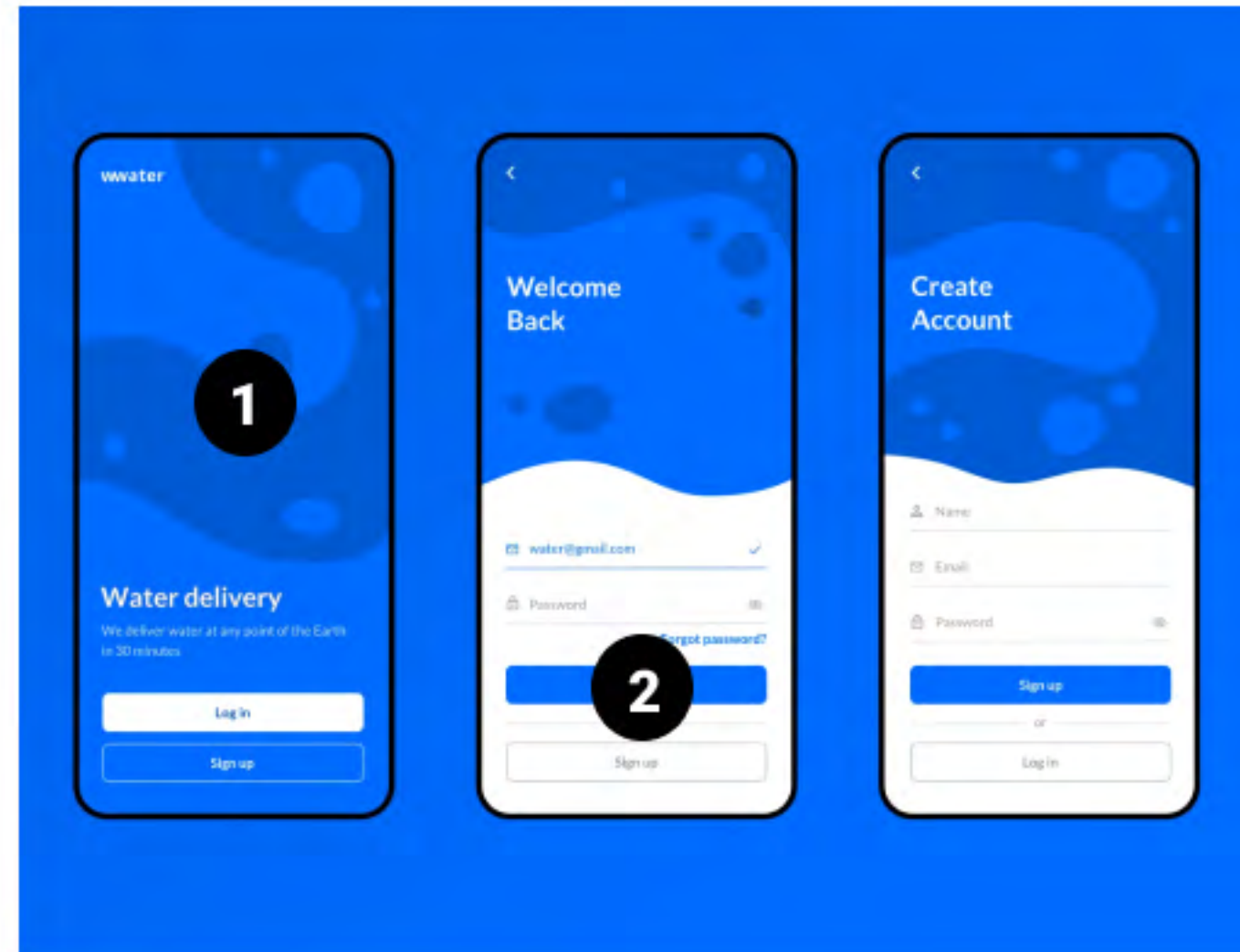
Comfortable
Dreams
The Good Life
Wishes
Successes



INSPIRATION BOARD

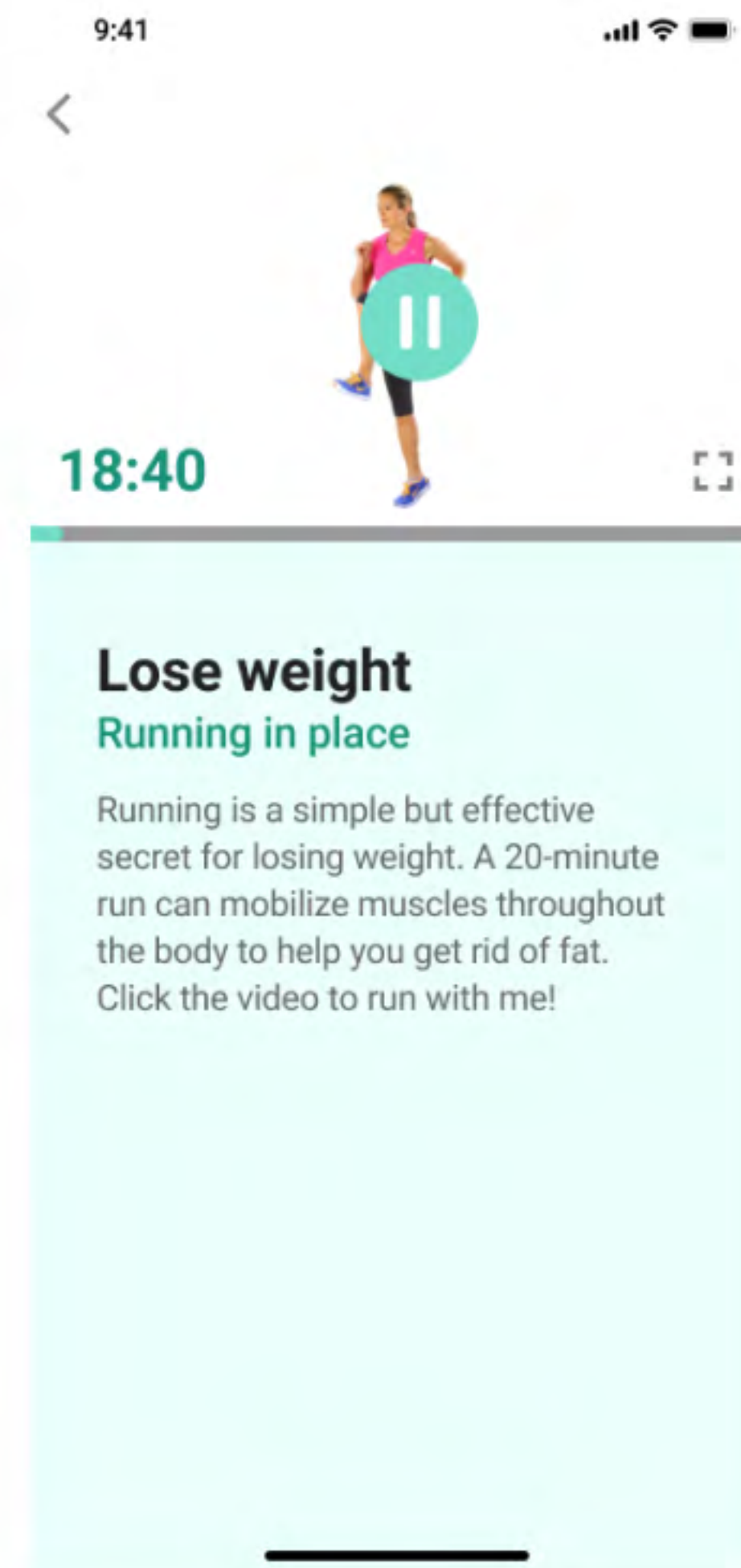
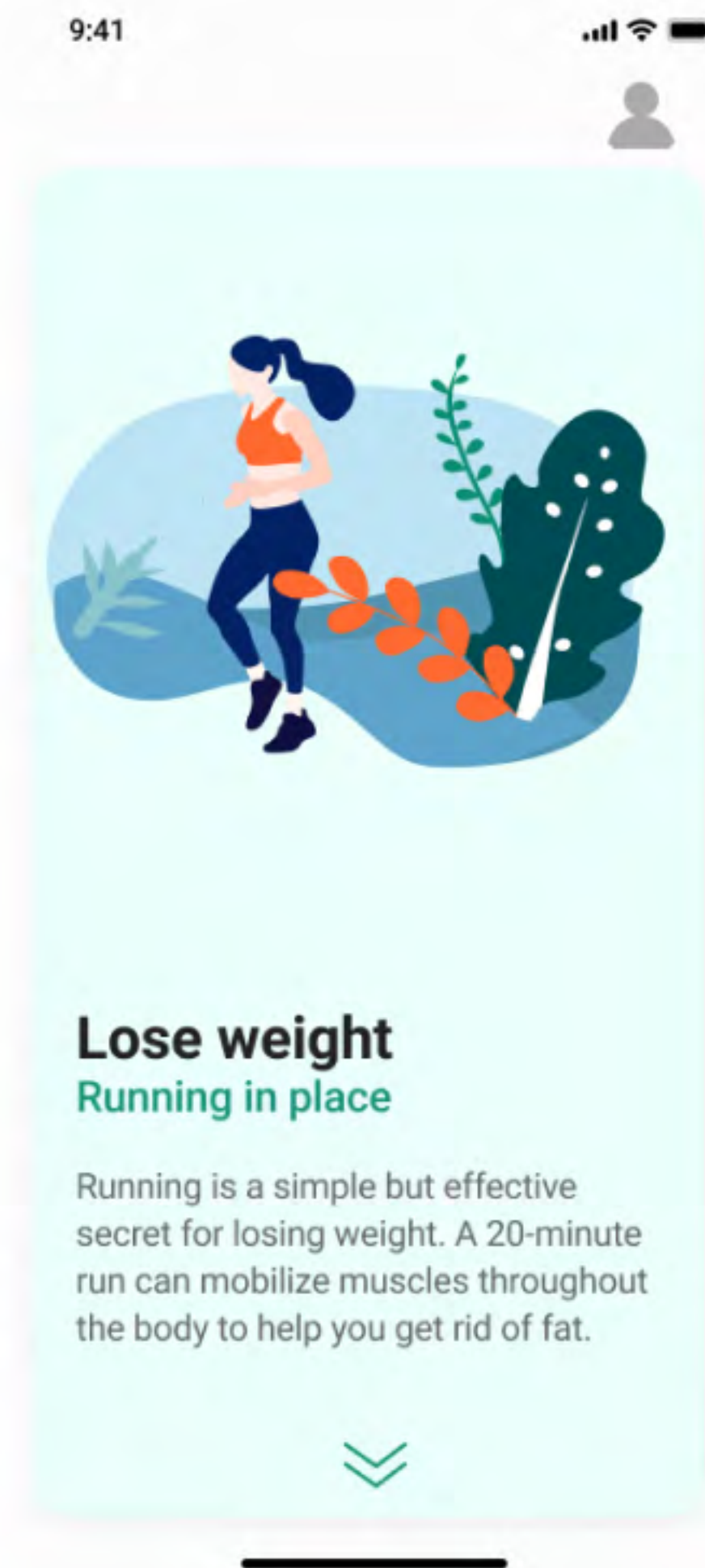
Gentle And Soft

1. Illustration background
2. Large bar
3. Card
4. Soft color
5. Date
6. Cards



APPLIED COMPONENTS

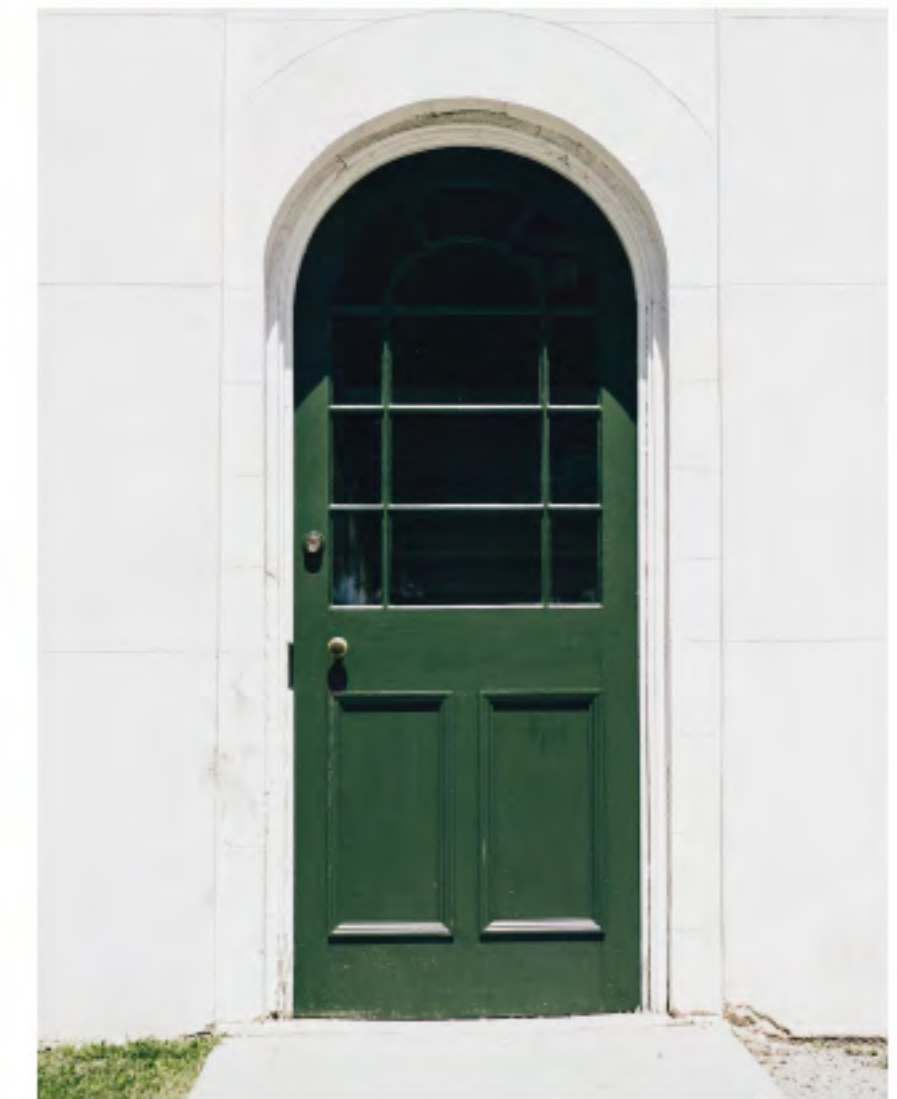
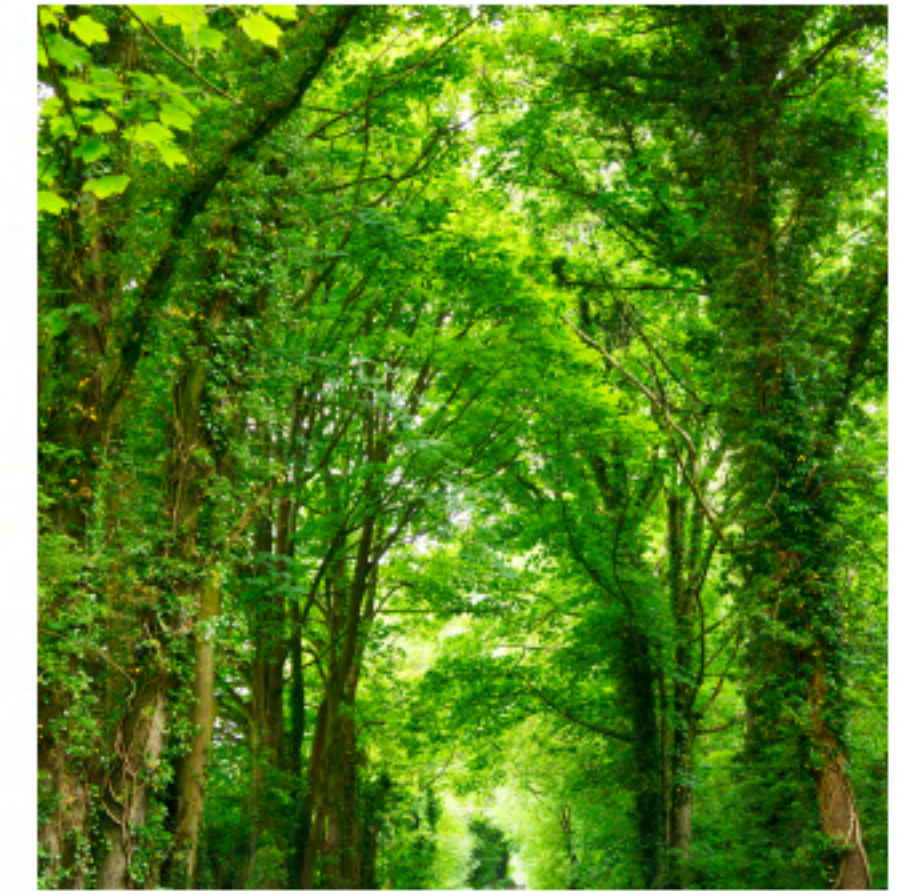
Gentle And Soft



MOOD BOARD

Passionate Wild

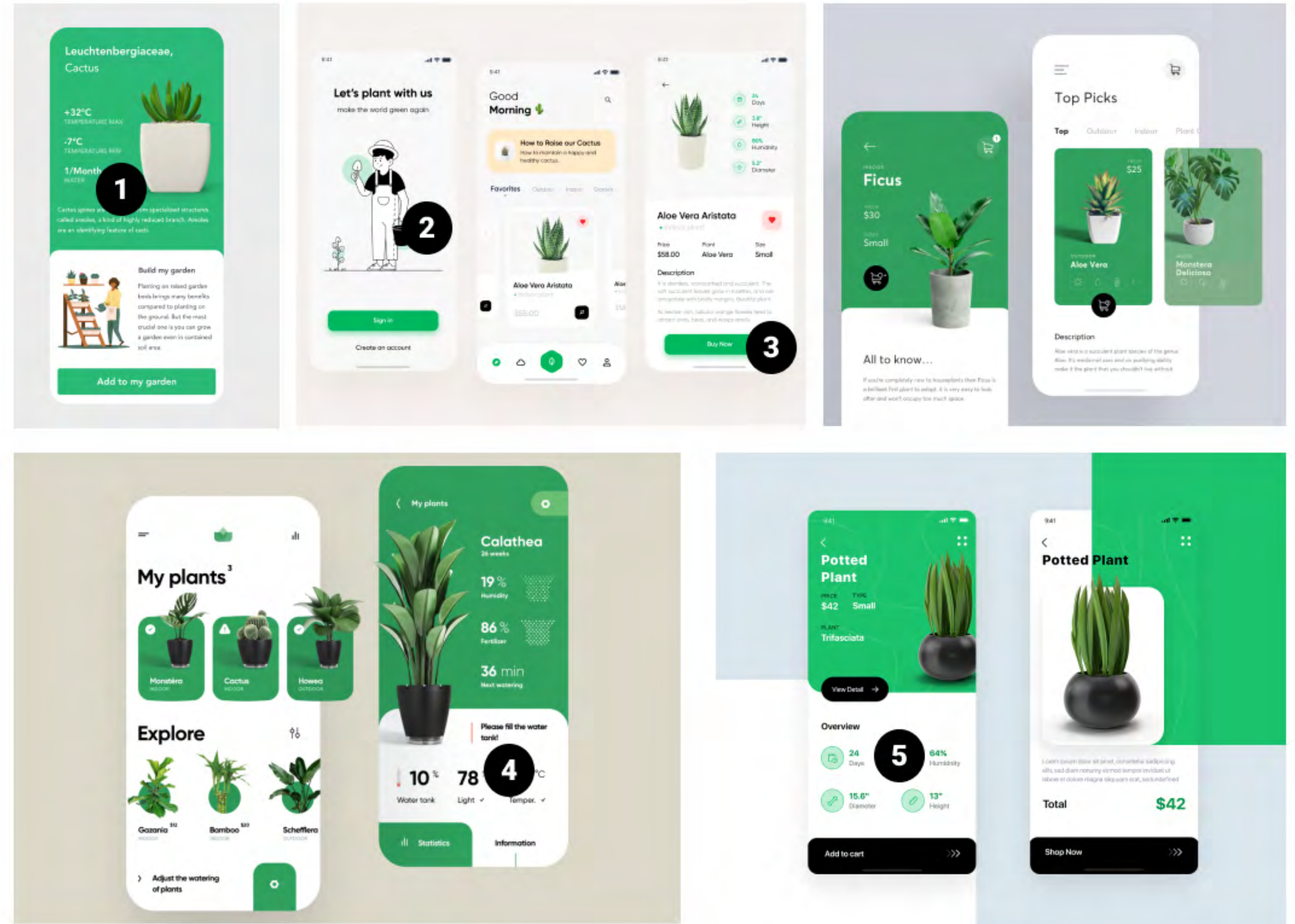
Living Well
Comfortable Living
Hopeful
Happiness
Happy
Freedom
Pleasant
Vitality



INSPIRATION BOARD

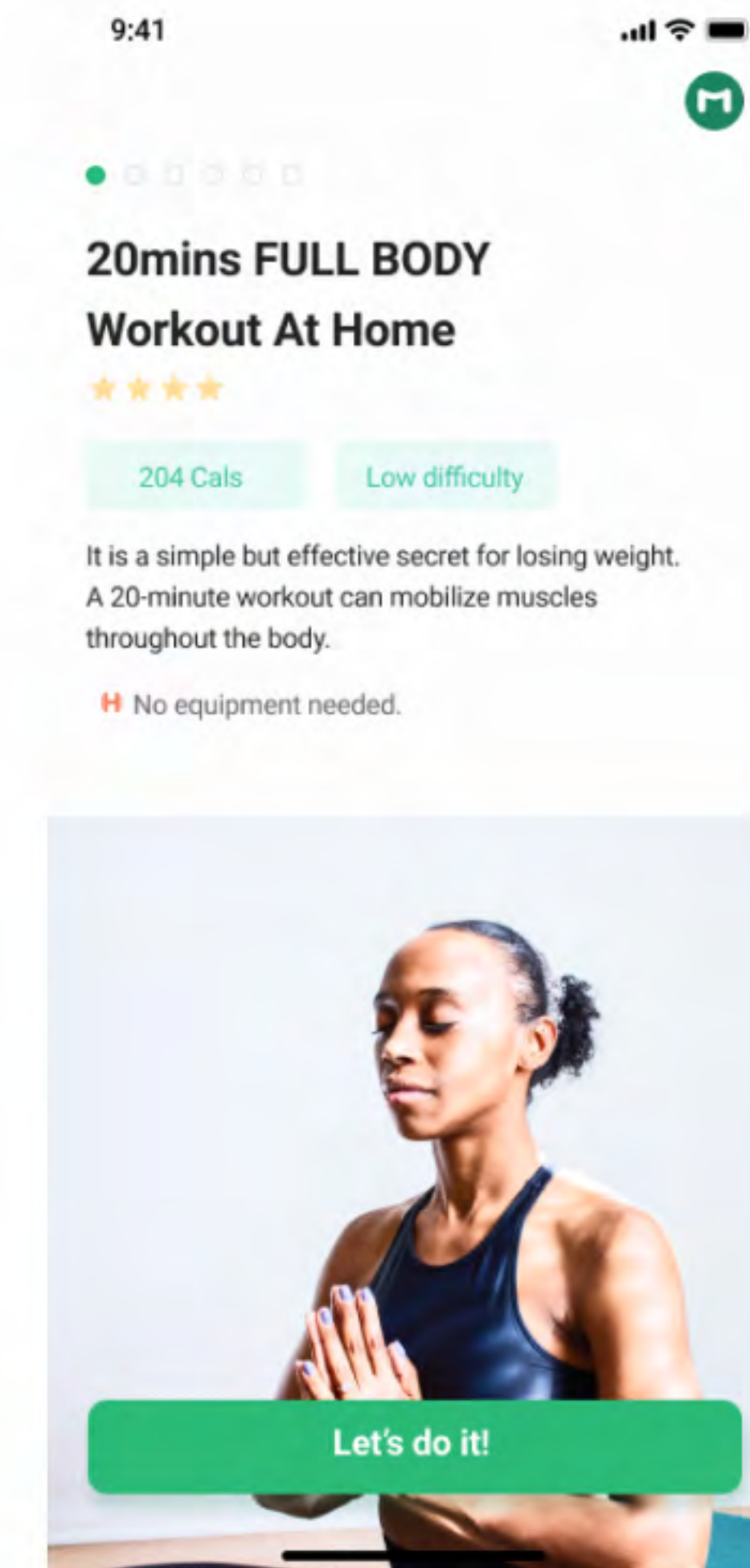
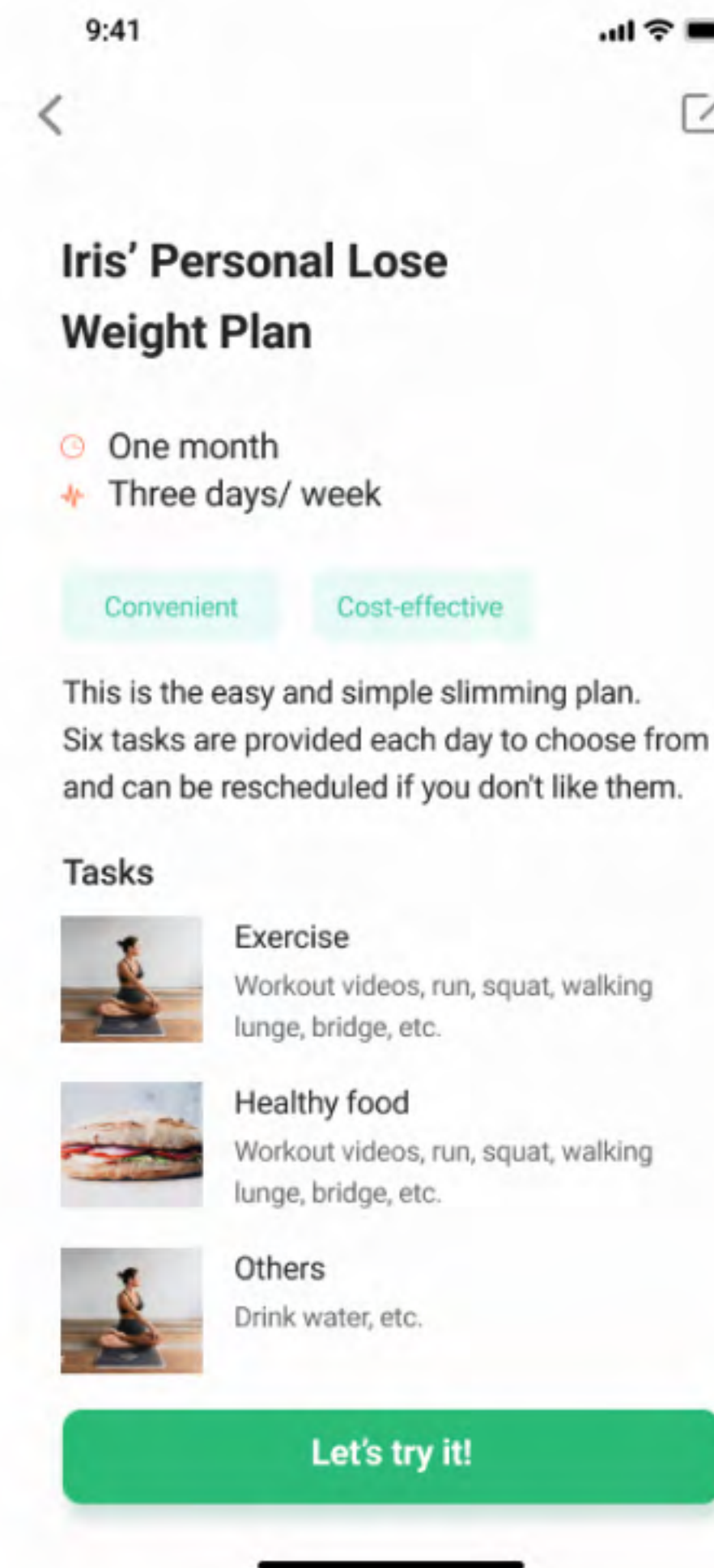
Passionate Wild

1. Green
2. Soft color
3. Large green bar
4. Number
5. Icon and number

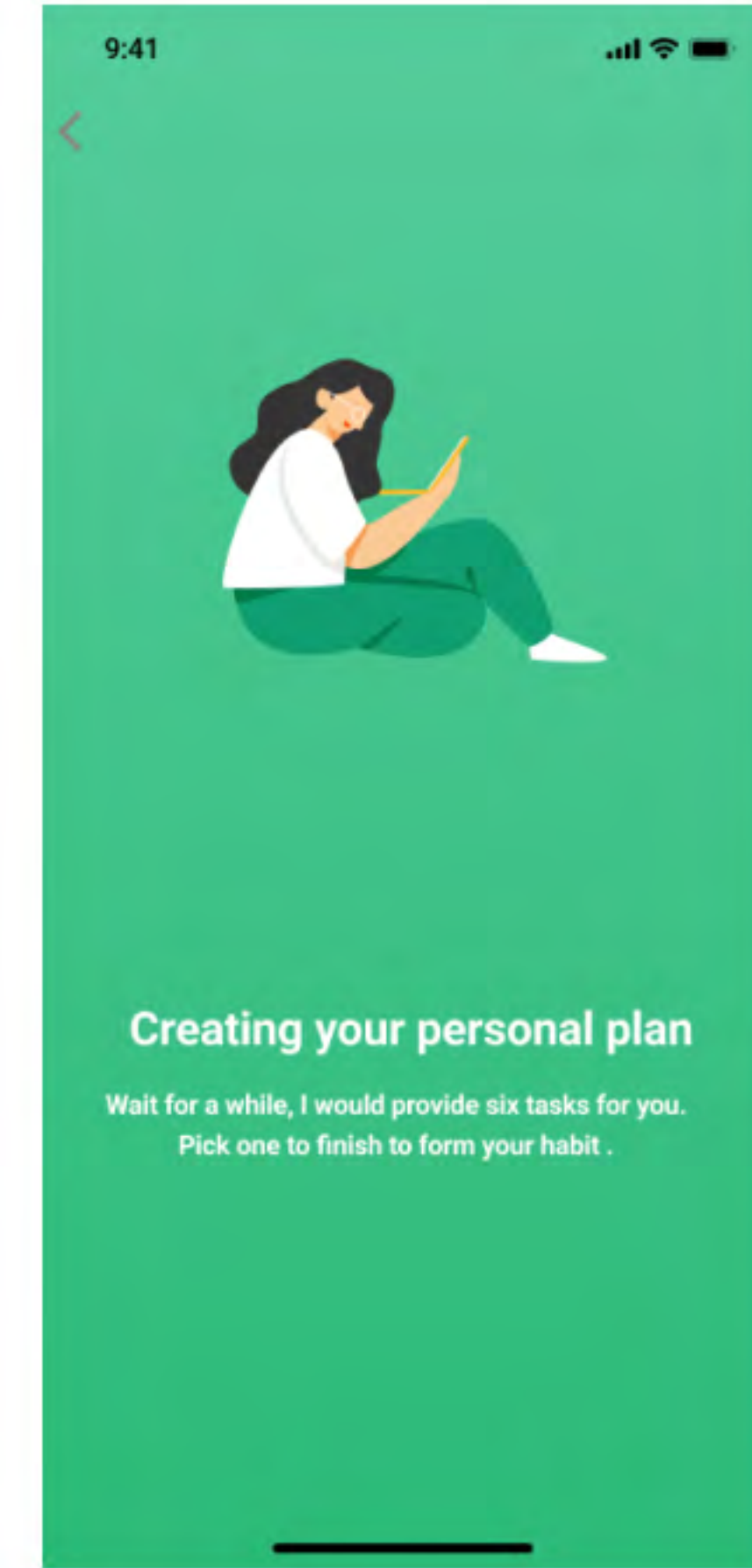
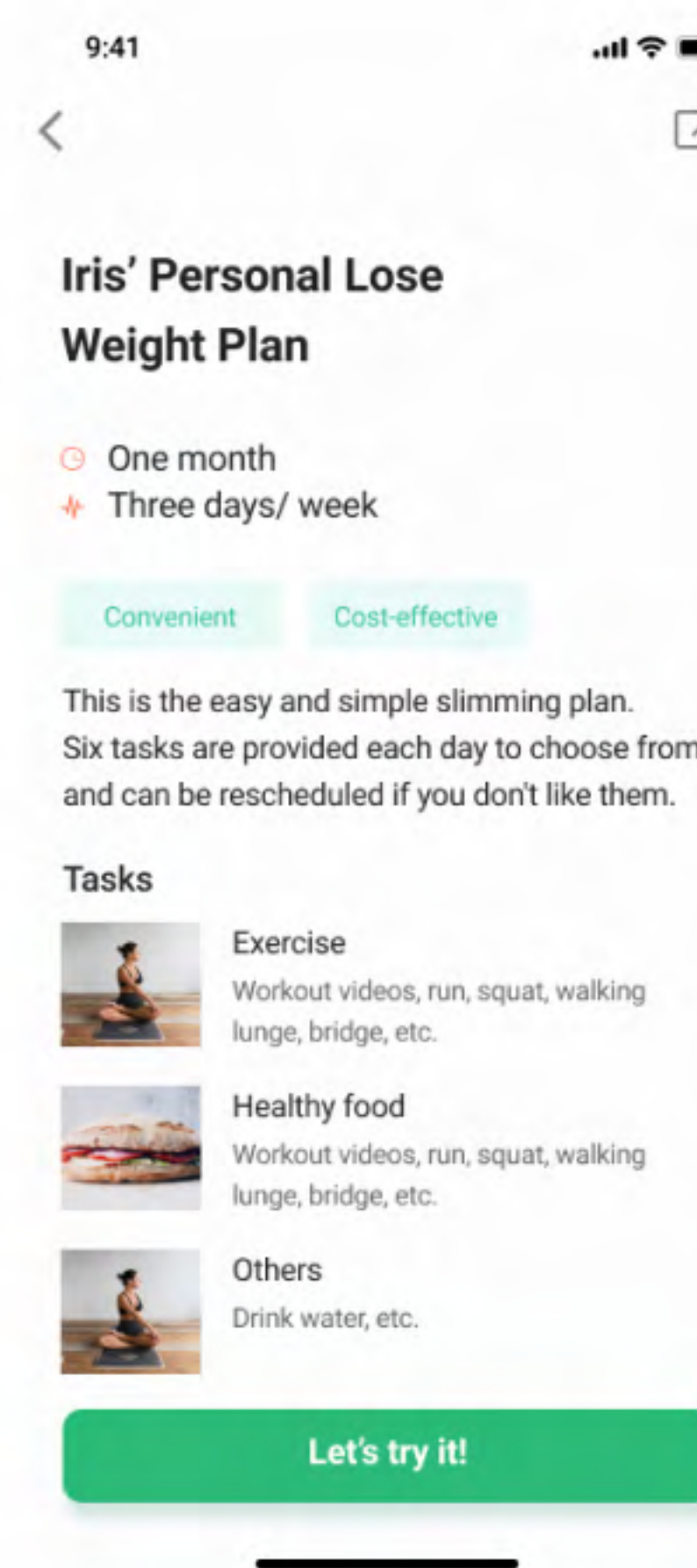
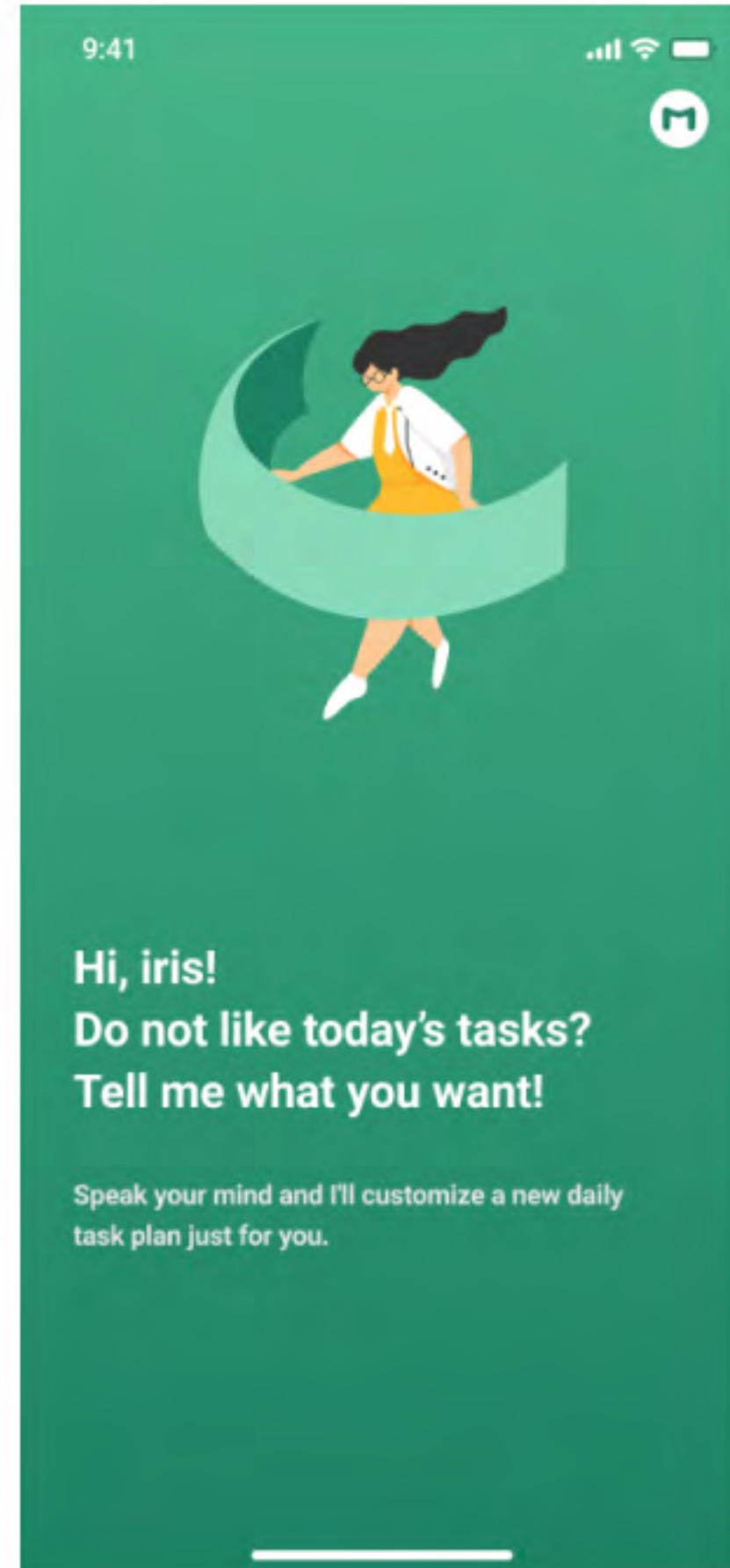


APPLIED COMPONENTS

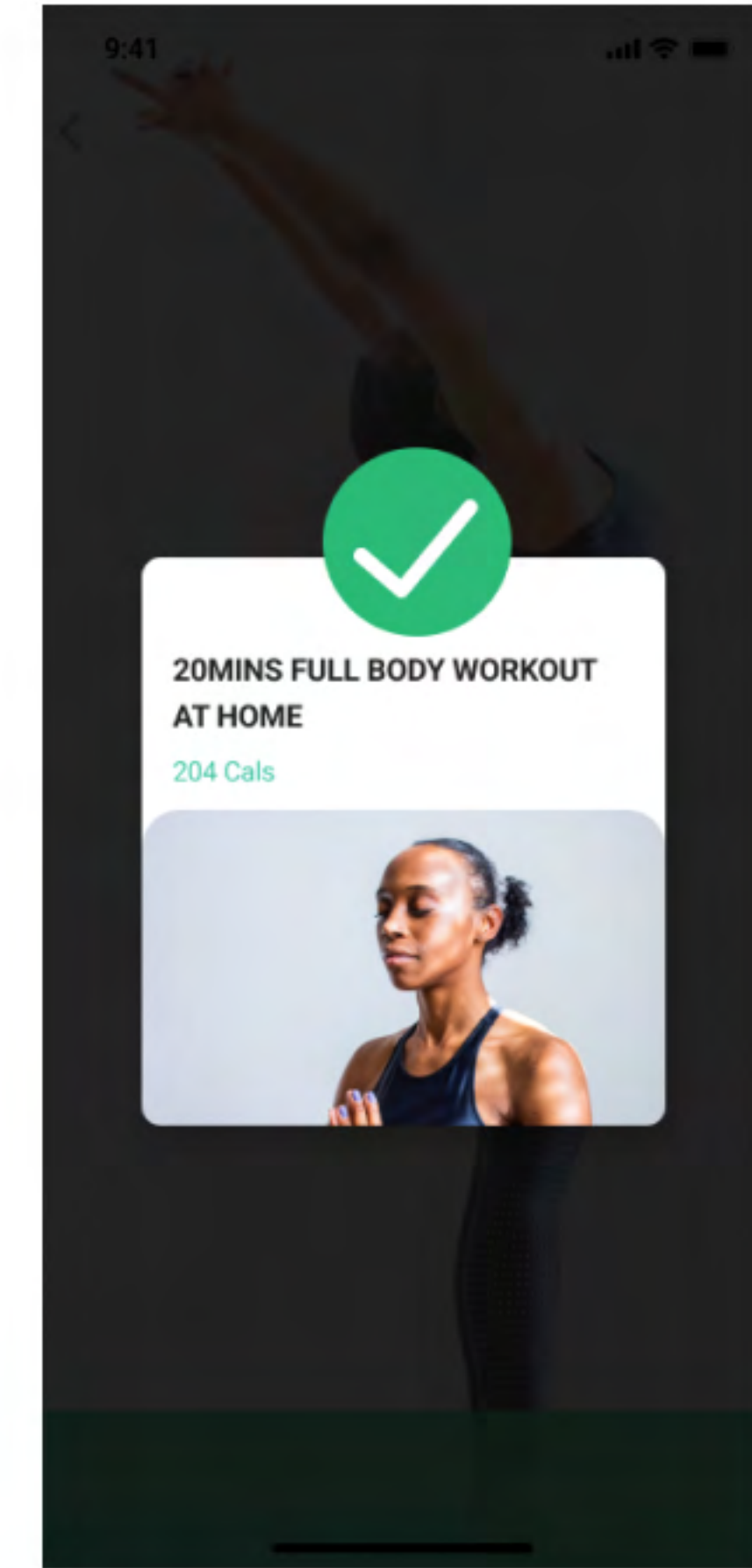
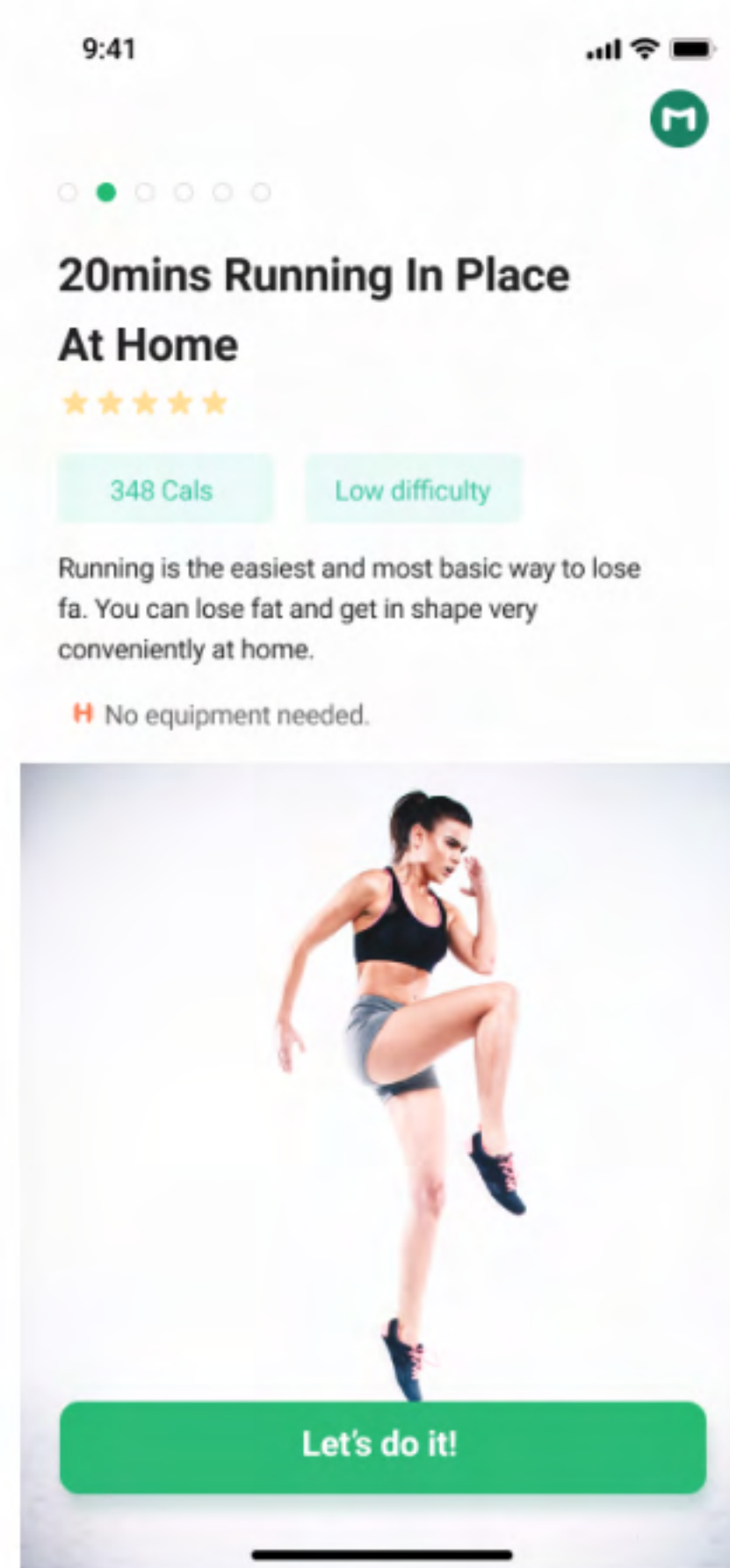
Passionate Wild



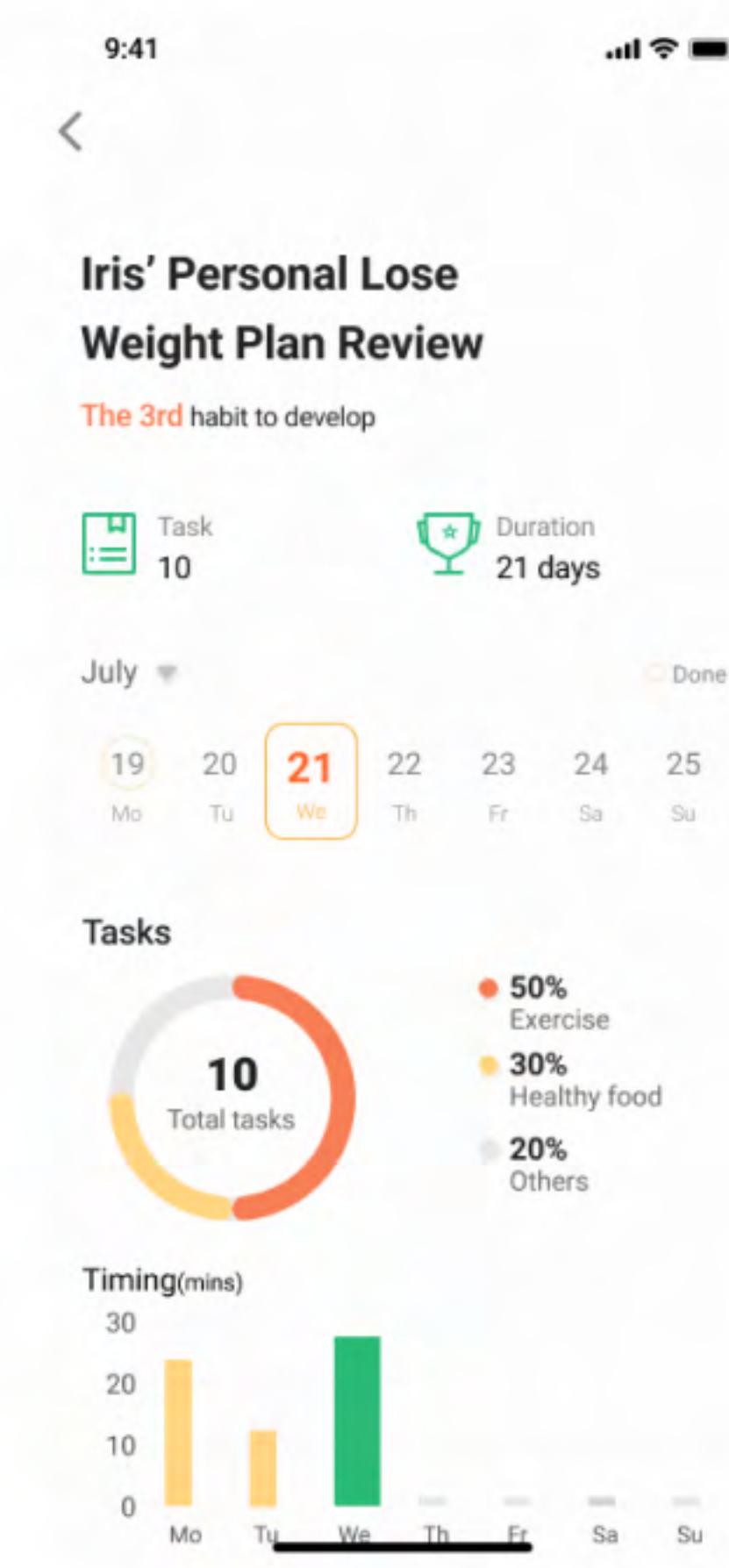
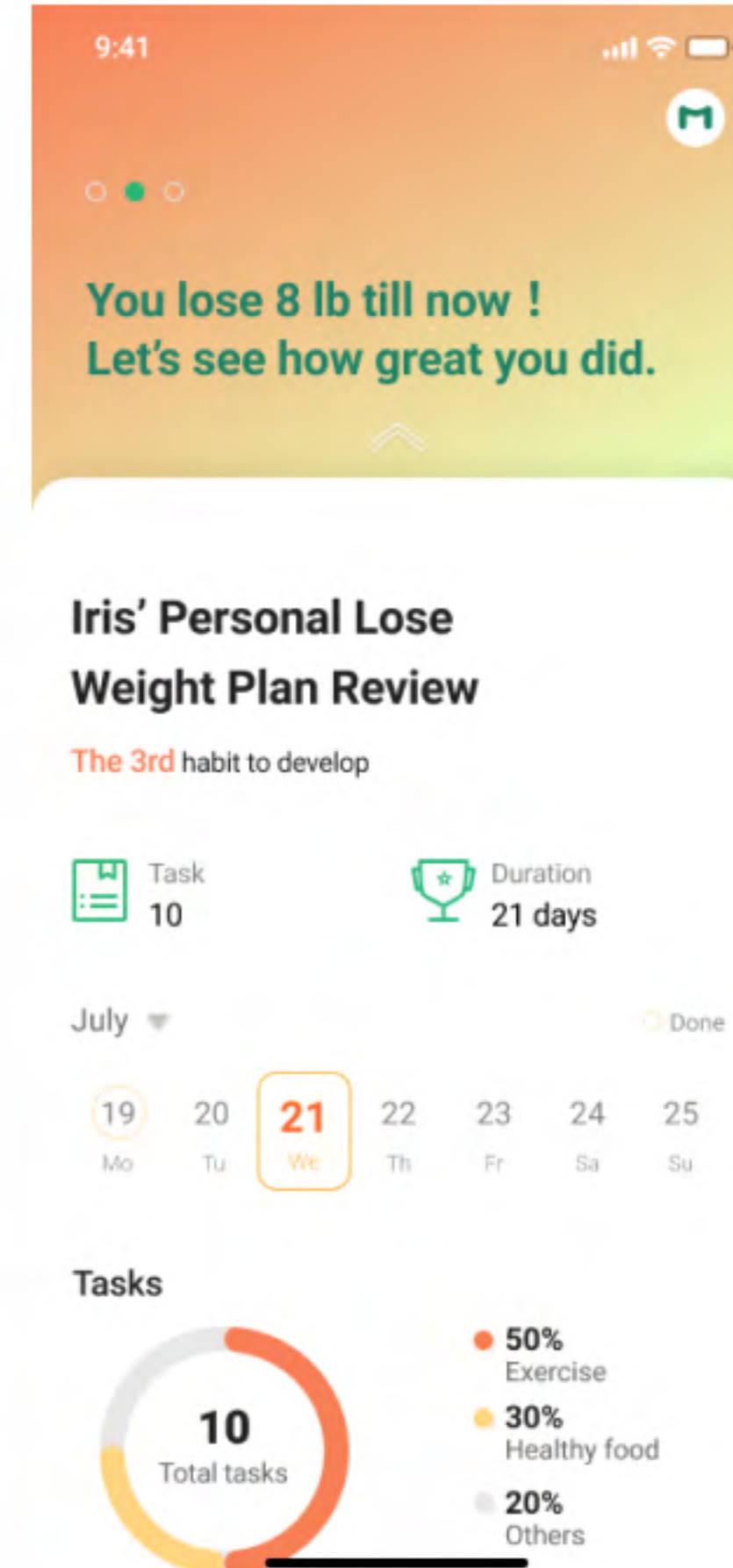
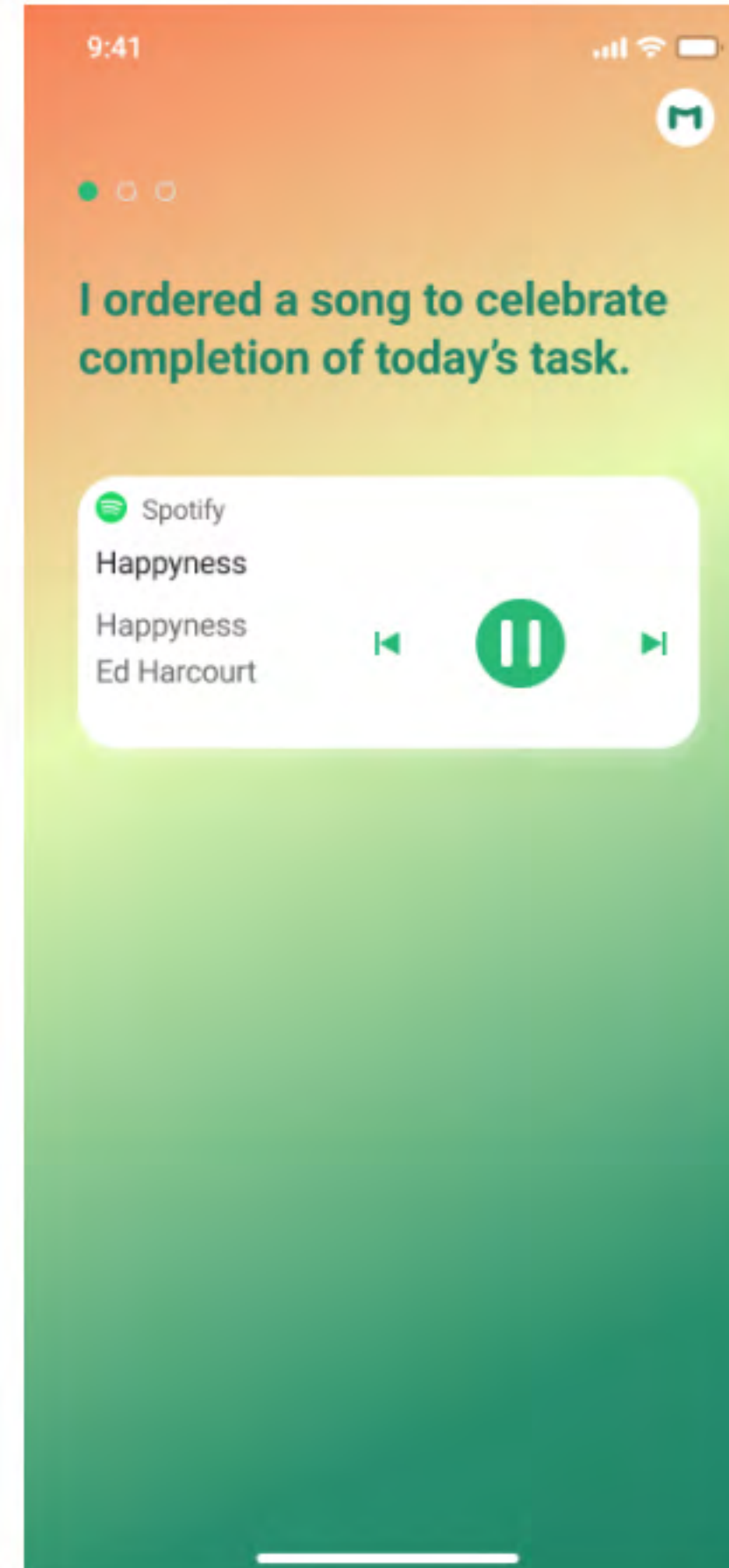
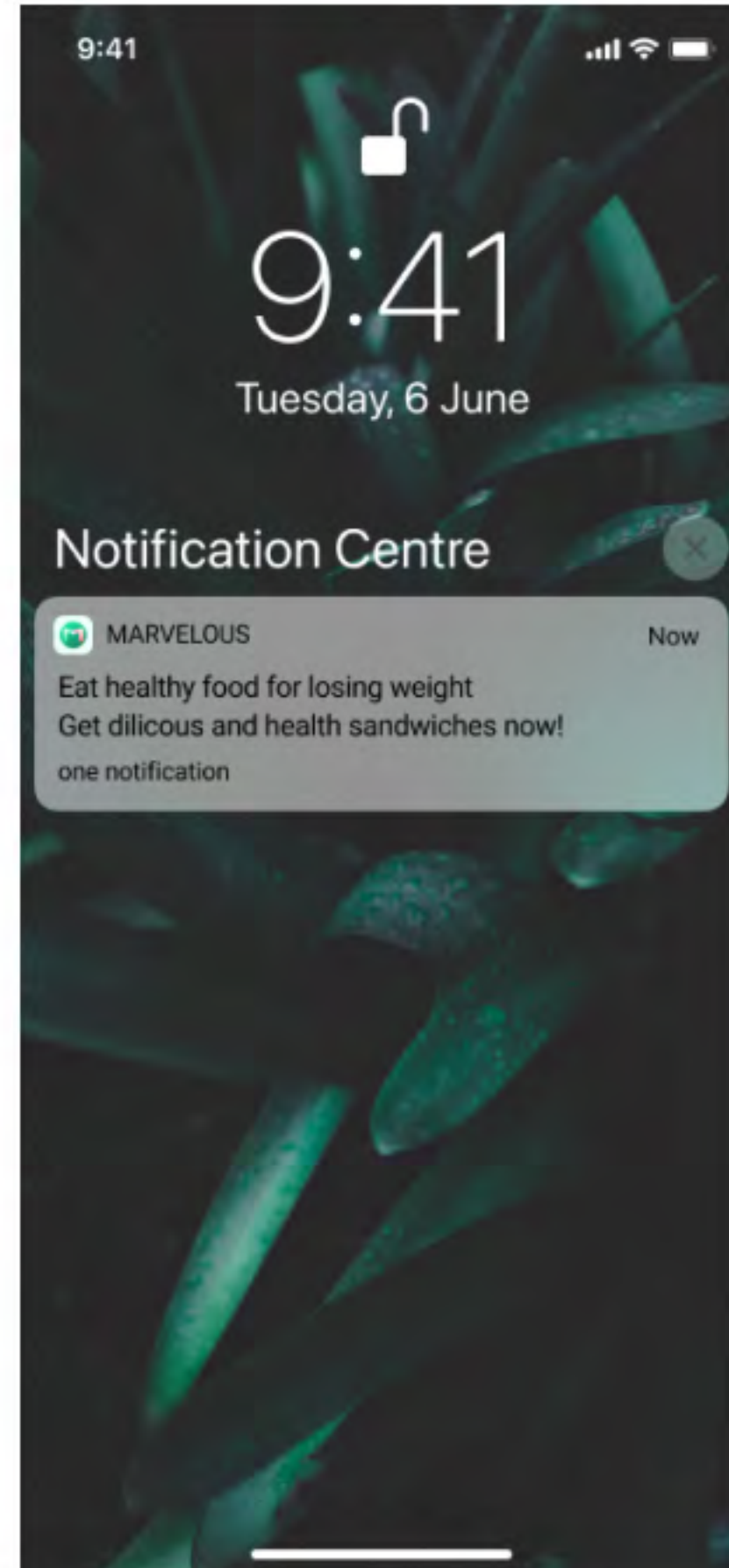
FINAL



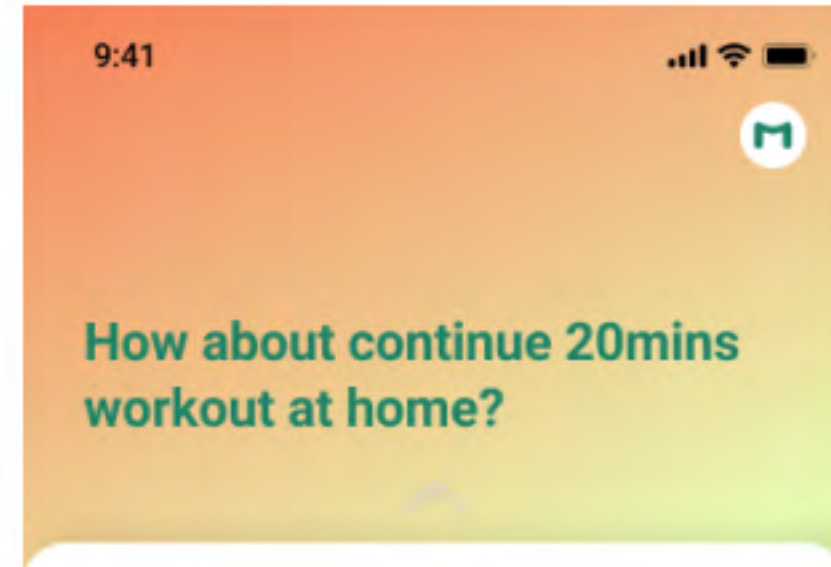
FINAL



FINAL



FINAL

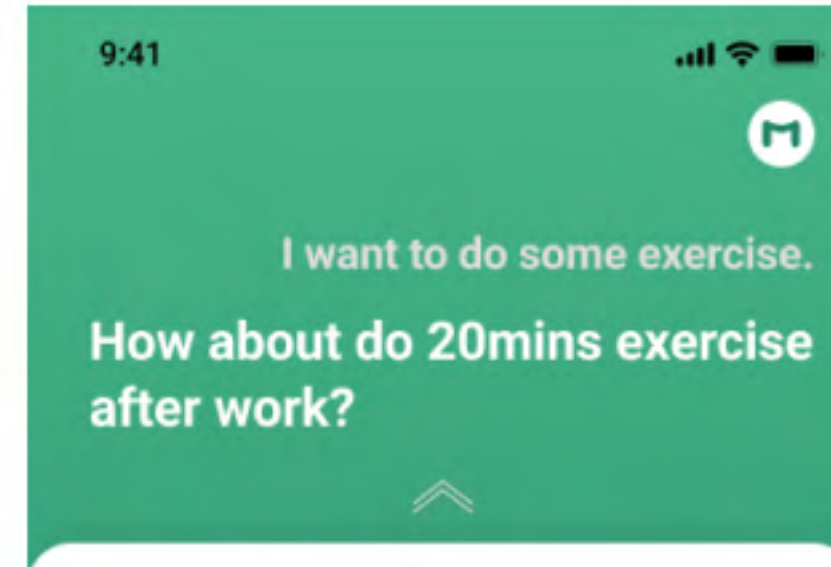


20mins Running In Place At Home

🕒 Three days challenge

A three-day running task will better help you move your whole body. It also helps you to form better habits through continuous tasks.

1 — 2 — 3



20mins Yoga Class In Yoga Studio

★★★★

10 mins walk

Cost-effective

It is a simple but effective secret for losing weight. A 20-minute workout can mobilize muscles throughout the body.

📍 204 Nissan Dr
☎ 518384766

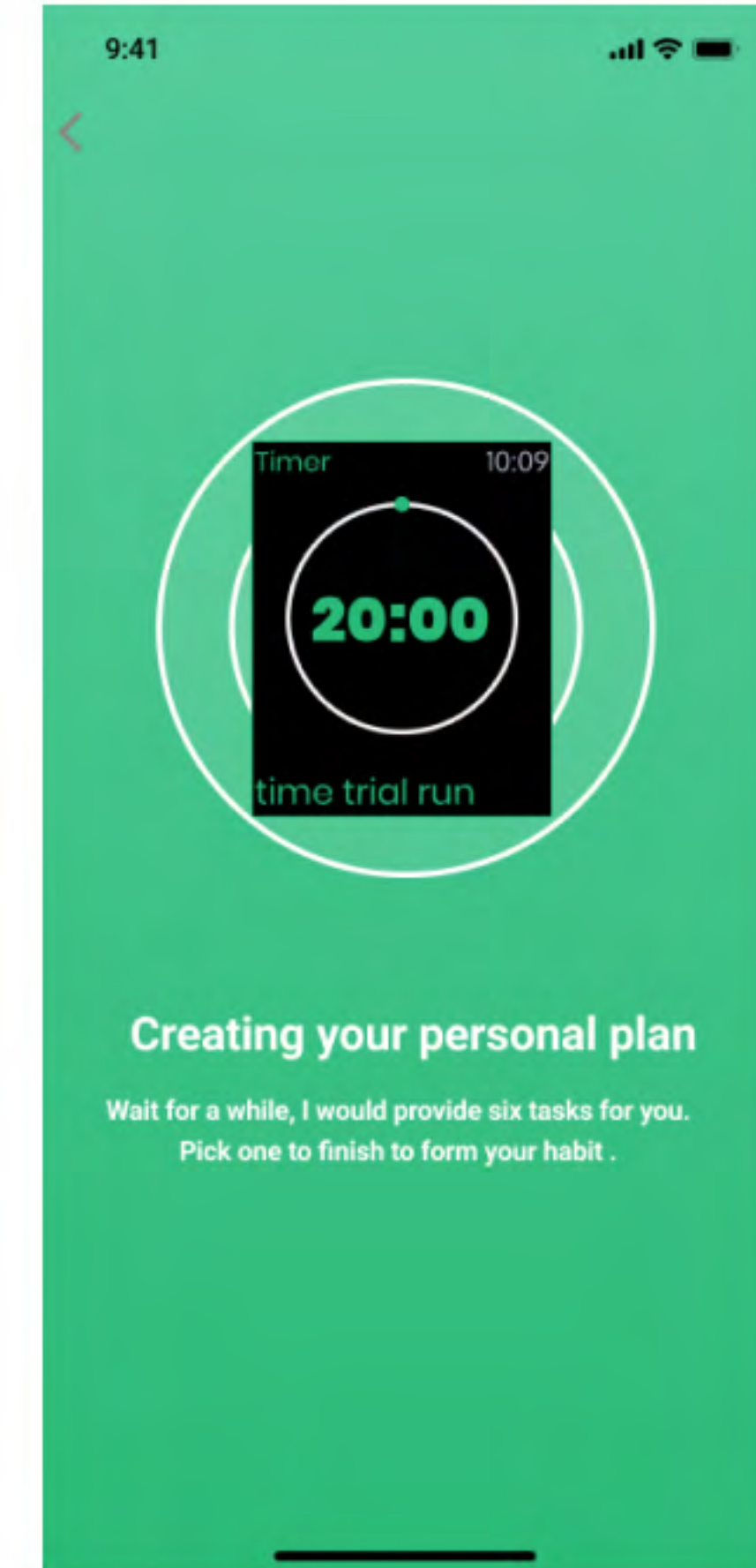
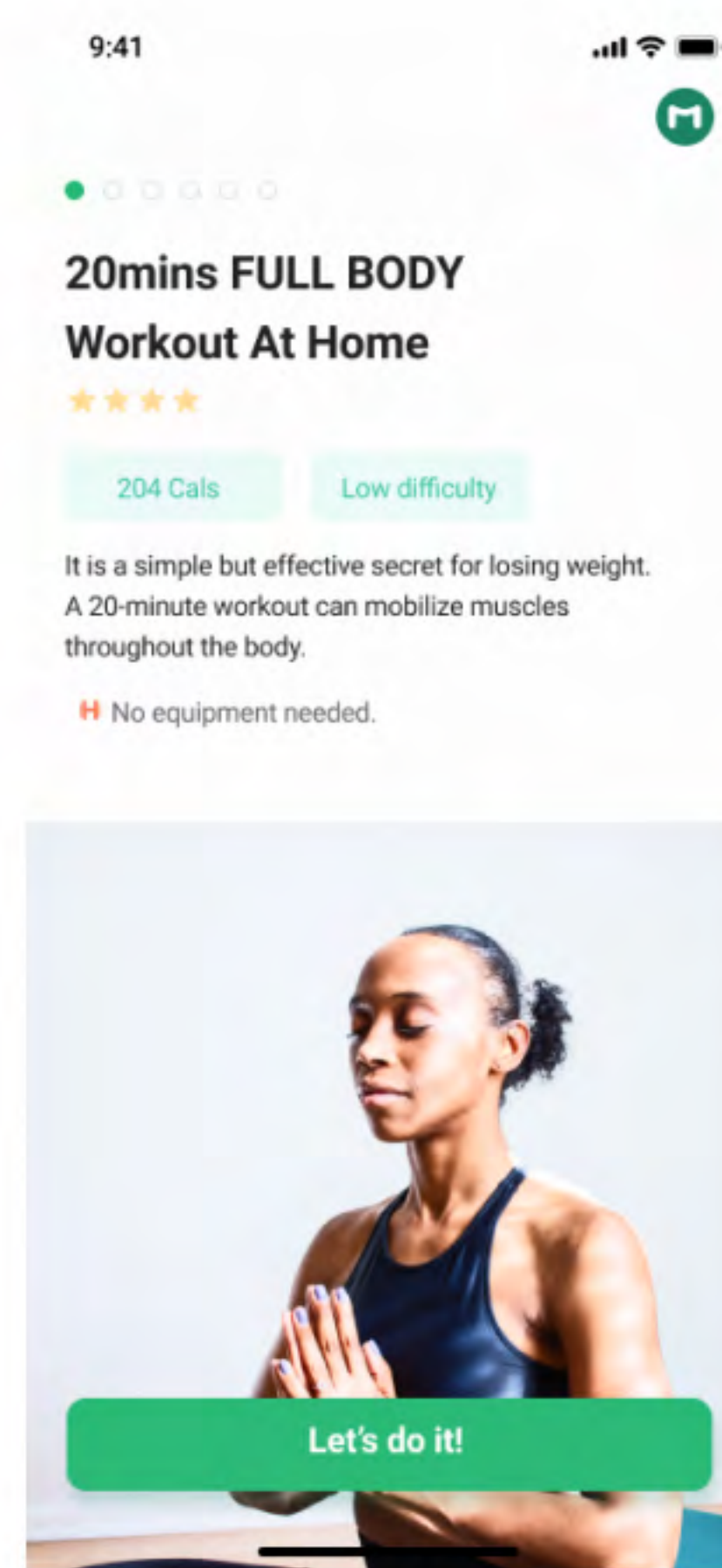
Menu



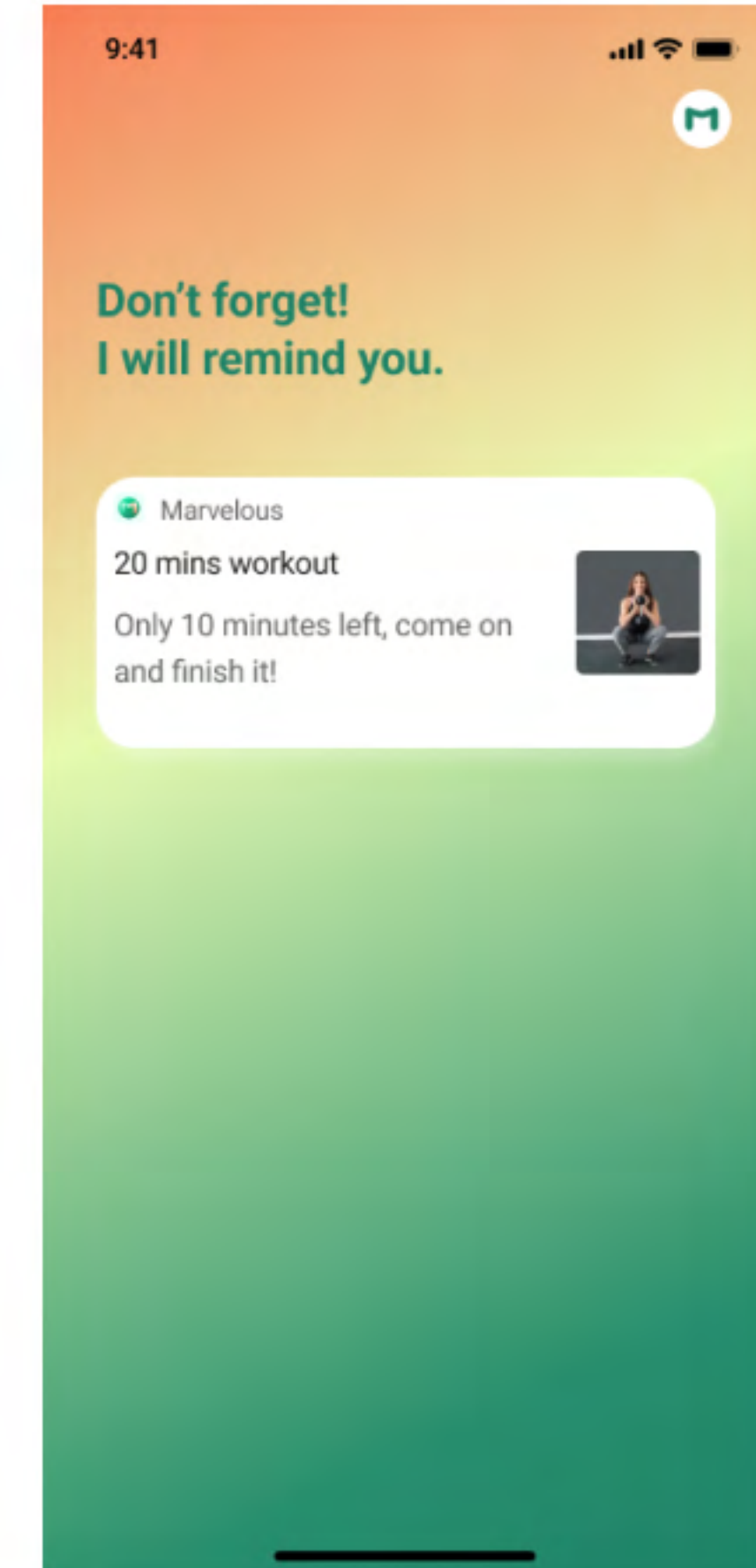
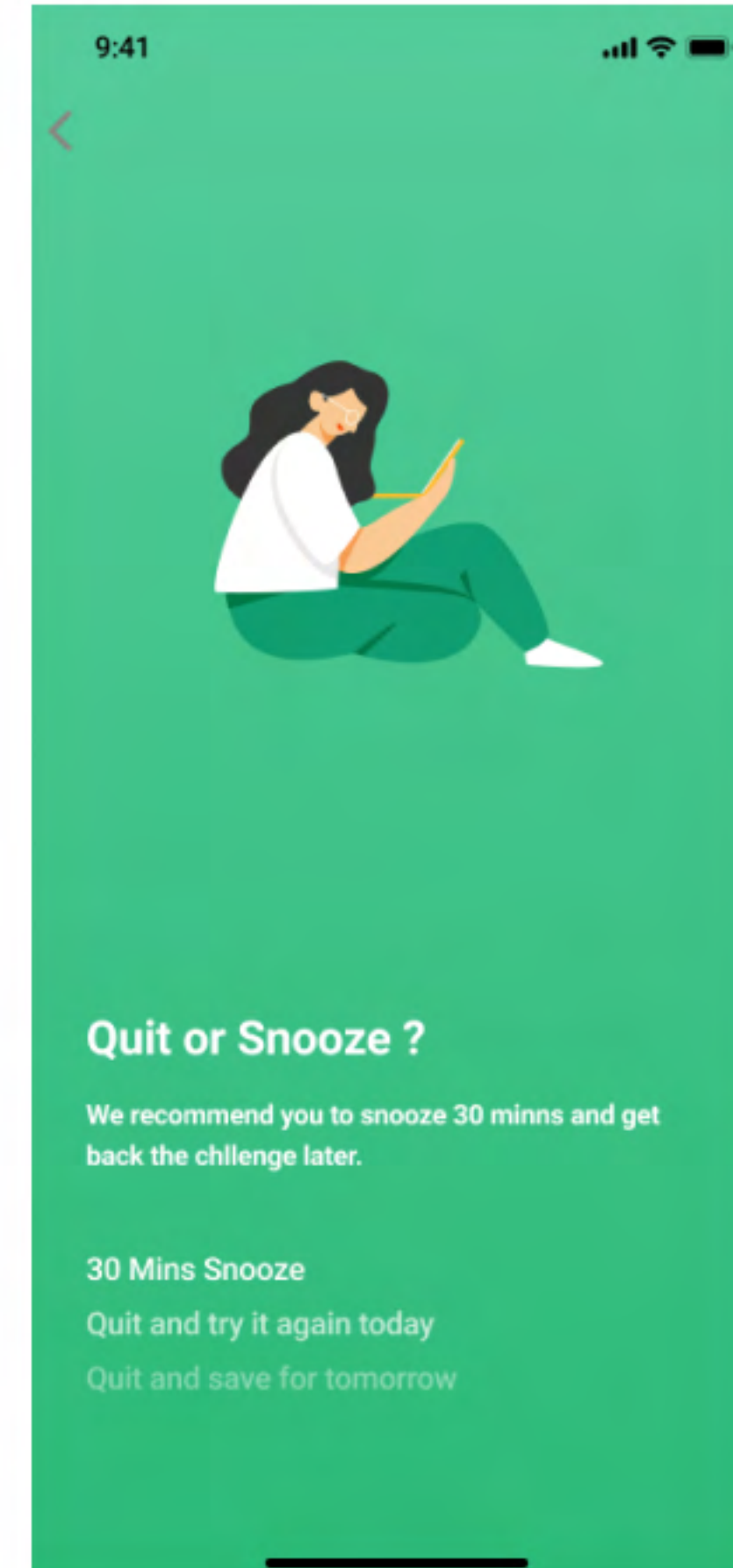
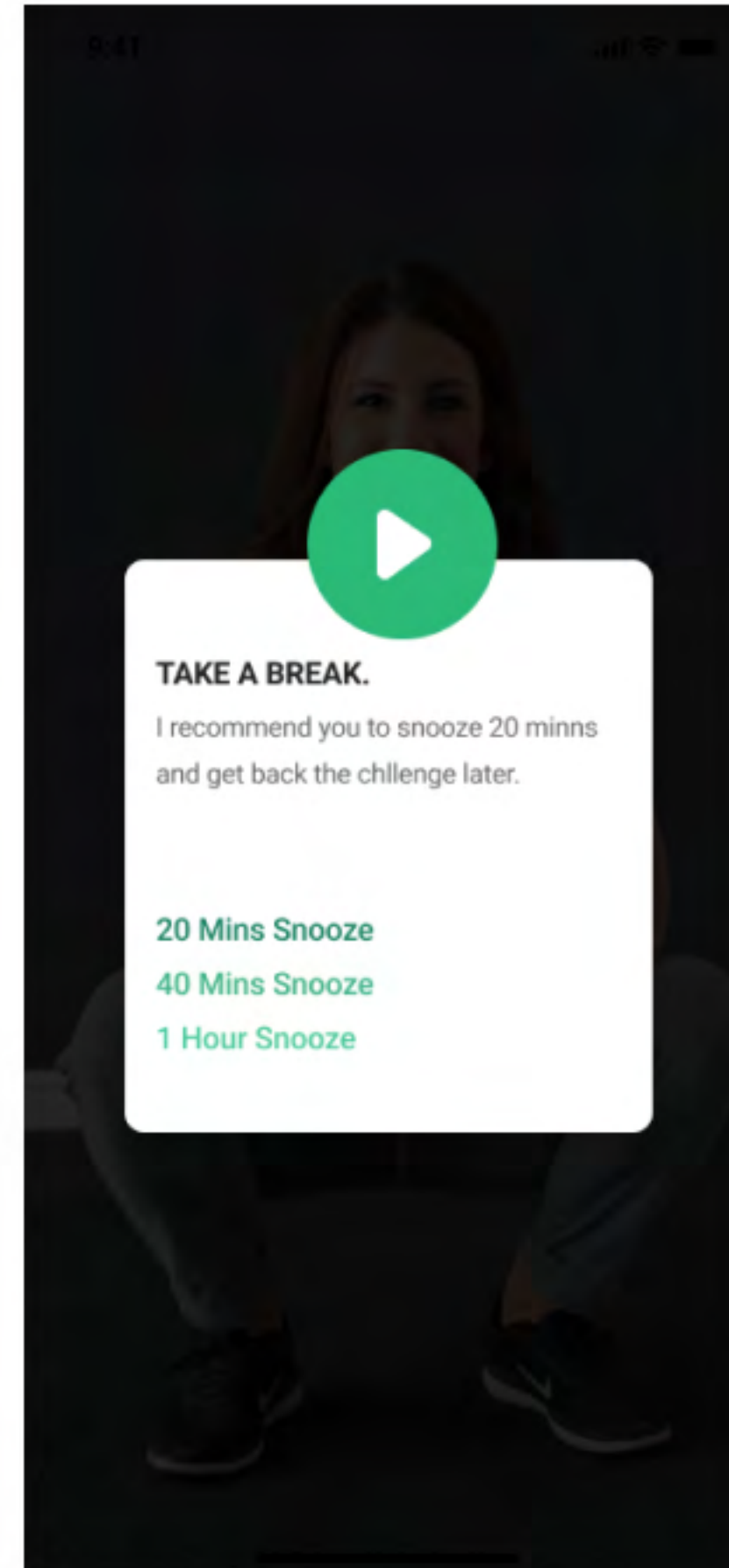
Basic Course
\$20



Body Stretching
\$30



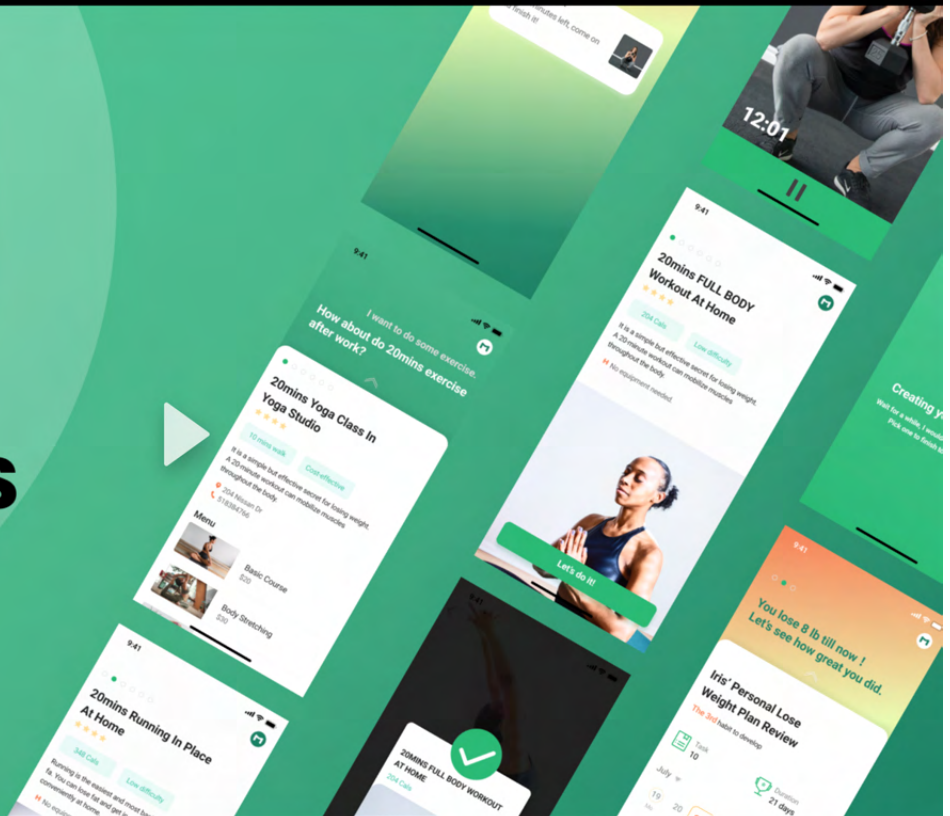
FINAL





MARVELOUS

Help you develop habits



Skip to toolbar

Log Out

PROJECT NAME

Marvelous

DESIGNED BY

Jingyu Cao

ROLE

UI/UX design, Research, Motion

COMMITTEE

Adam Smith, Mike Strobert

Process Deck

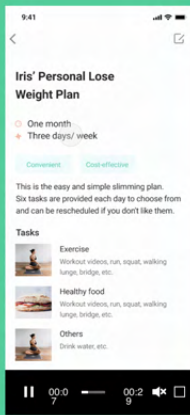
PROMPT

The Role of AI & Big Data in Habit Formation

PROBLEM

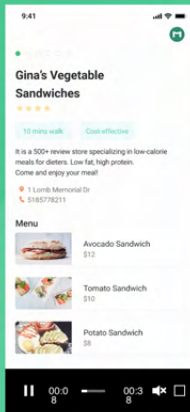
People feel difficult to form a habit and do not have a useful way to form a habit.

SOLUTION



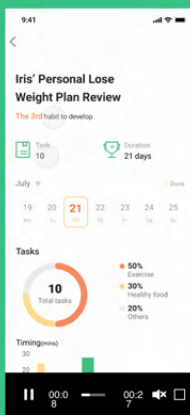
Simple way to have a plan for habit formation

Users can get a detailed and complete habit formation program with simple voice communication.



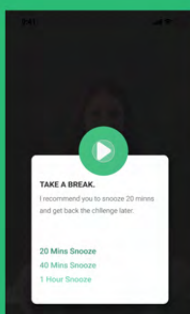
Multiple types of tasks available to users

The app provides users with tasks based on its knowledge of users and analysis of their preferences. And it adjusts the tasks according to the user's requirements.



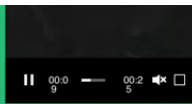
Rich task exit and pause options

When the user wants to take a break, the app offers a variety of different ways to prompt the user to continue the task.



Post-task motivation and review

Users receive different kinds of incentives, celebrations, and detailed data reviews after completing a task.



Research

I conducted several studies in order to deepen my research on users and habit-forming methods and to lay a solid foundation for my subsequent product planning ideas.

- Goal

From reading Atomic Habits An Easy & Proven Way to Build Good Habits & Break Bad Ones, Hooked How to Build Habit-Forming Products, I've come up with the following 8 goals for habit-forming products.



Trigger



Action



Reward



Investment



obvious



attractive



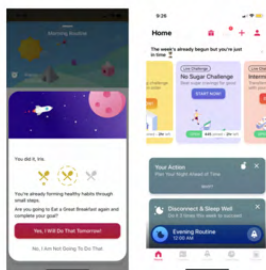
easy



satisfying

- Competitive Analysis

COMPETITIVE ANALYSIS



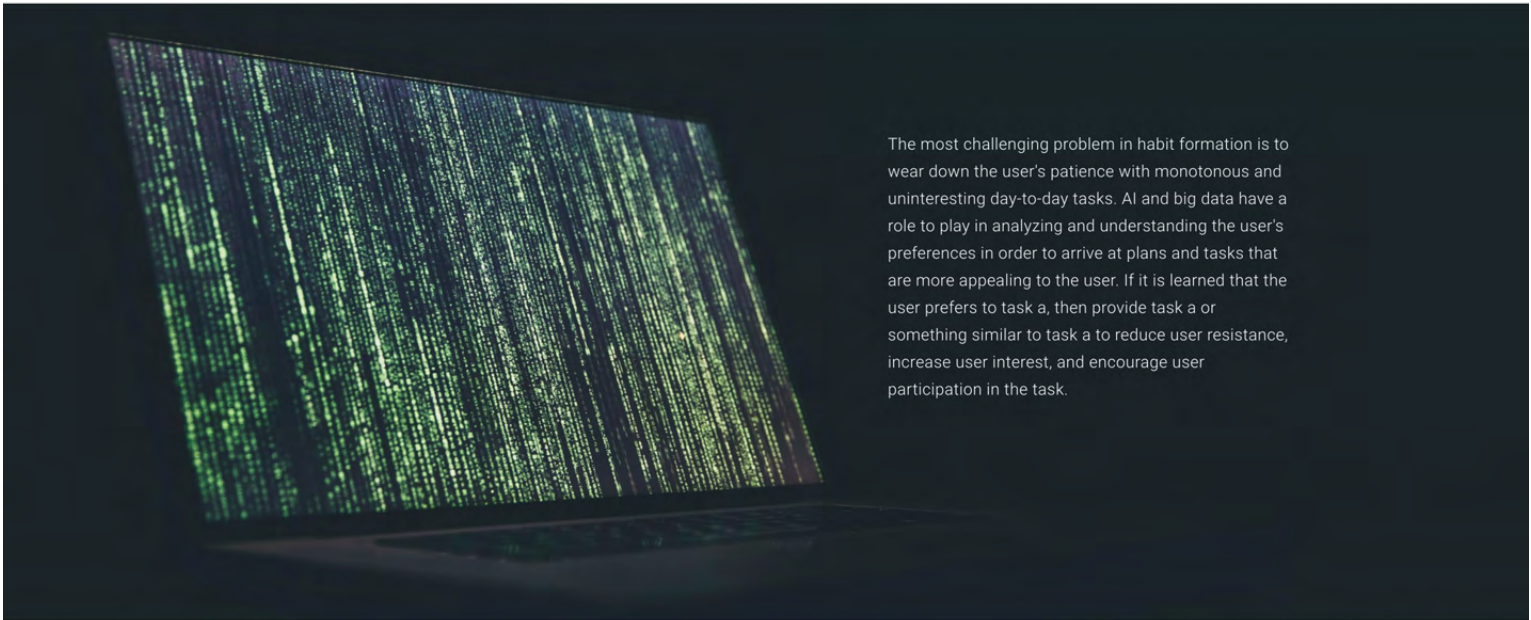
Fabulous

Good:
-Well-designed plans
-Funny-looking animation effects
-Interesting tasks

Bad:
-Too much content and tasks
-Make people feel stressed out

-AI & Big data


AI and big data are commonly used in many software programs to help users plan and implement their plans. But habit-forming apps rarely use this technology to help users form habits faster and better.



The most challenging problem in habit formation is to wear down the user's patience with monotonous and uninteresting day-to-day tasks. AI and big data have a role to play in analyzing and understanding the user's preferences in order to arrive at plans and tasks that are more appealing to the user. If it is learned that the user prefers to task a, then provide task a or something similar to task a to reduce user resistance, increase user interest, and encourage user participation in the task.

Persona

To understand what users need, I conducted user research such as user interviews, questionnaire surveys. Users have largely had similar experiences with habit-forming behavior. However, users seldom summarize their experiences and reflect on them, and most of them think that they only need to stick to them to form a habit. Then I conducted persona.




EMILY CABLE

I really want to develop some good habits, but I do not know how to develop and how to approach my habits step by step.

"I want to have an automatic plan to help me form a habit."

Goals	Needs	Frustrations
<ul style="list-style-type: none">Form habitsDrink more waterRegular exercise	<ul style="list-style-type: none">Detailed planInstructionDaily task	<ul style="list-style-type: none">Don't know where to start the habitTry new methods to develop habits but failFrustration of failure



EMILY CABLE

I have been trying to develop a habit, but it is often abandoned halfway. I seem to need a lot of support and motivation to inspire me to form a habit.

"I want something that stimulates and encourages me to do something to form a habit."

Goals	Needs	Frustrations
<ul style="list-style-type: none">Stick to habitGet up early Lose weight	<ul style="list-style-type: none">MotivationRewardSatisfaction	<ul style="list-style-type: none">It's hard to stick to daily forming habitsOften want to give upQuitting guilt

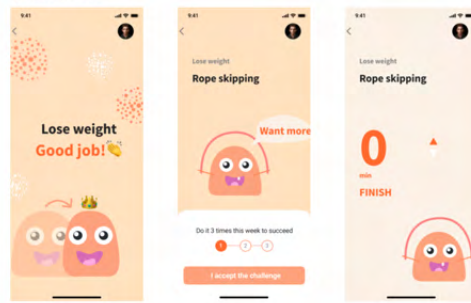
User scenarios

The initial usage scenario is when the user is struggling to get into good habits. For example, iris wants to get into the habit of losing weight.

Ideation

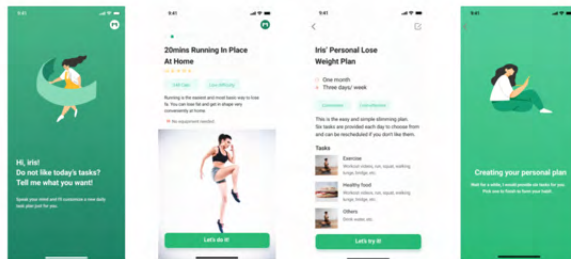
I conceive of many different solutions for the product, expecting fresh ideas from different angles. I choose the best one from the many.

IDEATION



Oversee the user's task completion and habit completion with a cute little animal as a personal butler. The personal butler will monitor the user's task completion and subsequent program completion, providing encouragement and support to the user.

Through big data and ai calculations, we analyze the tasks suitable for users and provide them with a variety of options. The user's location and the current time can be combined to provide the user with a suitable task.

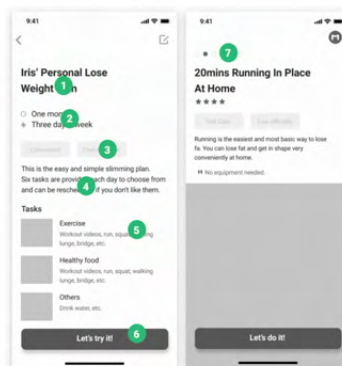


Wireframe

After designing and analyzing the product, I have a clear idea of the product's structure. I designed wireframe.

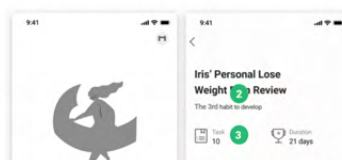
WIREFRAME

- Title**
It shows the topic about this page.
- Important information**
There is a place for most important information.
- High light**
It provides simple word to describe the plan or task.
- Detail information**
It shows detail information.
- Content**
This contains words, images.
- Start button**
Click to start the plan or task.
- Progress bar**
It shows what page you are currently on.

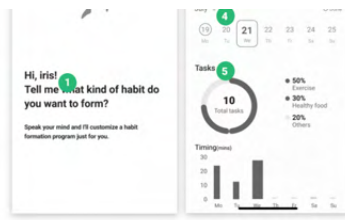


WIREFRAME

- Introduction**
It states that the user can make instructions, give hints for the next step.
- Title**
It shows the theme of this page.
- Detail information**

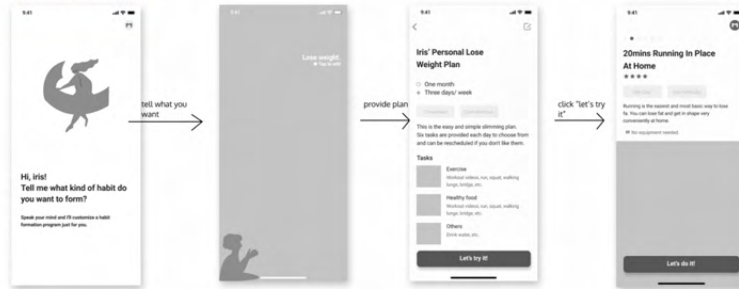


3. Basic information
It presents data information.
4. Calendar
It is convenient for users to check their completion status.
5. Mission Details
It shows task classification details and task duration.



Based on the wireframe, I drew an interaction flowchart with the scenario and usage flow.

INTERACTION



Color pattern

The user becomes accustomed to the psychological expectation of a new beginning and a different life. I think green is a good way to show users that they are energetic, fresh, and happy.

MOOD BOARD

Passionate Wild
Living Well
Comfortable Living
Hopeful
Happiness
Happy
Freedom
Pleasant
Vitality



COLOR PATTERN

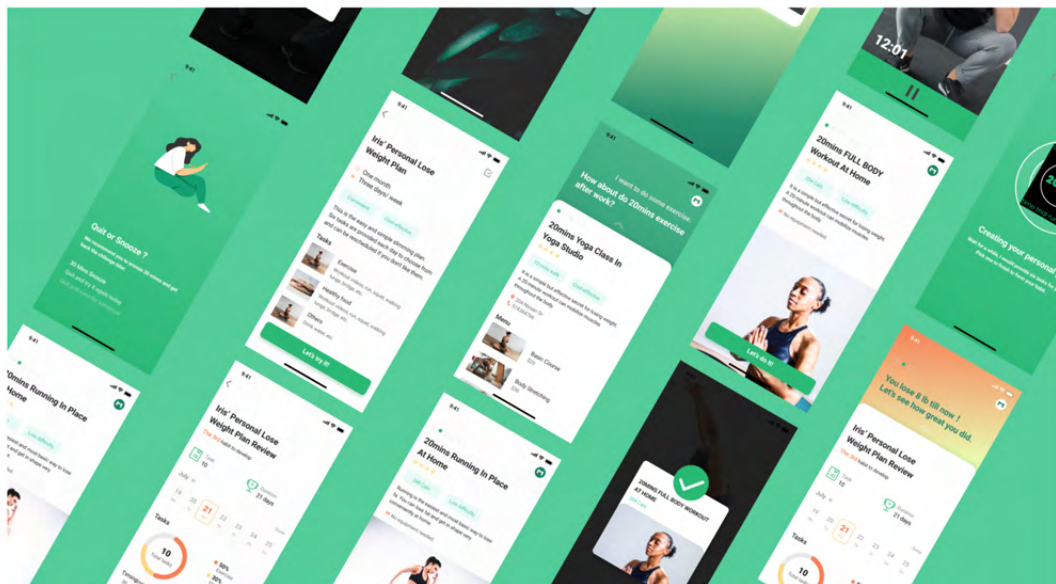
Primary color



Secondary color



Gray



Next step

Following the instruction and missions created by Marvelous, users would develop habits progressively. With this app, users can create habits in the easiest and most enjoyable way.

There are the next steps for Marvelous' future.

- More interesting incentive programs.
- Rich tasks, linked with smart home or other electronics to complete the task.

Visual
Communication
Design
MFA

Communication
Interaction
Motion & 3D
Design Studies

About the Program